International Module Handbook
For Exchange Students

- School of Business and Economics -
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Introduction

Information for exchange students
Welcome at the School of Business and Economics! The International Module Handbook informs you about all the courses taught in English at our School. You will find detailed information about each course in the campus system following the link indicated under the course title. On the following pages, you will find some information about the organization of your stay. If you have further questions, the student counselling, the student body and the Erasmus office are always glad to help you.

Learning agreement and transcript
Please fill in a learning agreement form (if not already done) and bring it to Ms. Klöckner. The learning agreement is a list of the courses you will attend during the semester. Vera Klöckner is responsible for your transcript (academic record), which will be sent to your university at the end of the semester. In some cases the transcript can be collected at Ms. Klöckner’s office at the end of your stay.

Please note: No credits (ECTS) are granted for attendance, you have to pass an oral or written exam! Language courses and courses from other faculties can be included into the transcript, after a certificate (“Schein”) has been presented.

Course offer
The full list of the courses offered at the school of business and economics can be found in our course manuals


…or in the Campus system

http://campus.verwaltung.uni-tuebingen.de/lsfpublic/rds?state=wtree&search=1&trex=step&root120142=63179|65085|63530&P.v=x=kurz&noDBAction=y&init=y

As an exchange student, you can choose among all courses offered.
Undergraduate courses have course numbers starting with 1 to 3, indicating in which year of studies students should participate (e.g. B290 is a business course recommended for second year Bachelor students). Courses on Master level have course numbers starting with 4 and 5.

*Cycle* indicates in which term a course is offered. *WS* means that the class takes place in winter term and *SS* means that the class takes place in summer term.

For each class, you will receive 3, 6 or 9 ECTS credits, depending on the workload. The workload per credit is about 30 hours, including the time of attendance, preparation for the course and studying for the exam.

**Course registration**

Please check with the respective department’s website if registration is required. Generally, no registration is required for lectures (“Vorlesung”), but sometimes for the practice course (“Übung”). Moreover, please register for colloquiums and seminars.

**Exams**

In order to receive ECTS credits, you have to pass an exam or assignment. Exams usually take place in the last week of the lectures and the first weeks of the semester break. **Important:** For written exams it is absolutely necessary to register at the examination office (“Prüfungsamt”) in the Haußerstrasse 11. For this reason fill in the course registration form and deliver it to the examination office during the registration period (approx. 4-6 weeks before the exam period).


**Welcome event**

There will be an information meeting on Friday before lectures start. Prof. Schöbel who is in charge for the ERASMUS program and his staff will be happy to welcome new ERASMUS- and other exchange students studying at the School of Business and Economics for the next one or two semesters. They will be glad to answer all of your questions regarding course choice and examination rules.
In addition, the international consultants of the student body will present their offers and will be glad to help you settling down.

The course will be offered in cooperation with the Division for International Affairs and their Advisory Program (http://www.uni-tuebingen.de/en/facilities/verwaltung-dezernate/division-iii-international-affairs/section-2/services-for-international-students/advisory-course.html) but you’re welcome to join us even if you don’t participate in that course.

Details about time and location can be found here: https://campus.verwaltung.uni-tuebingen.de/lfsserver/rds?state=verpublish&status=init&vmfile=no&publishid=110901&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung

Should you need help with your course choice, please contact our student consultans: http://www.wiwi.uni-tuebingen.de/international/offers-for-international-students.html

**Important Advice**

Please show up in Ms. Klöckner’s office within the first few weeks after your arrival and before you leave Tübingen!

**Contact**

**Erasmus Coordinator:** Prof. Dr. Ing. Rainer Schöbel

Contact: Vera Klöckner – vera.kloeckner@uni-tuebingen.de

Address: Sigwartstrasse 18

Office hours: Tuesday – Friday: 10-12

**Student counselling:** Melanie Goletz, Franziska Joustra, Amrei Nensel & Team

Address: Nauklerstraße 47, EG, 72074 Tübingen

Phone: 0707129-76415

Office hours: See http://www.uni-tuebingen.de/en/18032

**Student body:** International Consultants

Address: Mohlstr. 36, room E02

Office hours: Monday – Thursday 10 am – 2 pm; Wednesday 10 am – 12 pm
Bachelor Courses
### Content

The subject Strategy is usually regarded as the most central topic in management as it brings all the various sub-areas such as finance, marketing etc. together and analyzes the key corporate decisions from the perspective of the CEO. Focus of this module in Global Strategy is the multinational company. In the practice course students will analyze in case studies corporate decisions of strategic importance in an international context.

### Objectives

This module aims to show how strategy contributes to the success of the MNC, how it provides overall direction and how it integrates the various activities and decisions of the MNC. After attending the lecture and practice course students are able to identify and analyze the determinants of strategic decisions on a global level. They are able to describe and evaluate a firm’s business and corporate strategy and on this basis develop solutions for strategic dilemmas in real-life case studies.

### Literature

Microfinance is a tool for financial inclusion and aims at delivering appropriate and affordable financial services to populations formerly unserved. A wide range of financial service providers offers numerous products covering the need for safe saving, money transfer, insurance and credit. In addition many also provide non-financial services. After a period of euphoria during the first decade of this century, the sector has faced several challenges in recent years which fostered new developments. Among them is the return to a focus on social performance and impact after a period of concentrating on the financial performance of microfinance institutions.

The seminar will focus on the theory of microfinance and its practical implementation in the field. It will cover current trends in the sector and discuss the ongoing debates.

Students will prepare a presentation and an essay on a given topic.
Objectives

Understanding the link between theory and practice of demand and supply for financial services targeting poor populations.
Getting on overview about the current developments in the sector.
Encouraging debate around the microfinance sector.

Literature


A complete set of literature will be delivered before the start of the seminar.
B321 Market Research

ECTS-Credits
9

Workload Hours
Contact Hours: 60   Independent Study: 210

Duration
1 Semester

Cycle
generally: SS

recommended for this semester or higher
4

Language
English

blocked
No

Course Type / Learning Methods
Lecture (2 SWS) Practice Course (2 SWS) / Oral participation, Independent study, Literature study

Method of Assessment
Written Exam (60 minutes), two ungraded assignments required for admission

Prerequisite for
---

Registration
no registration required

Prerequisites
---

Limited Attendance
---

Person Responsible
Prof. Dr. Dominik Papiès

Lecturer
Prof. Dr. Dominik Papiès

This module can be taken as part of the following programs:

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Content
This module covers all relevant aspects of a market research project.
1. Data Collection
2. Data Visualization
3. Data Analysis

Objectives
Students know how to conduct their own market research project, under which circumstances which data collection method is appropriate, and which method of data analysis is optimal in which situation. Students will also be aware of how to apply the knowledge they acquire in lecture and practice course to marketing research case studies.

Literature
B323 Brand Management

| ECTS-Credits | 6 |
| Workload Hours | Contact Hours: 60  Independent Study: 120 |
| Duration | 1 Semester |
| Cycle | generally: WS |
| recommended for this semester or higher | 5 |
| Language | English |
| blocked | yes |
| Course Type / Learning Methods | Lecture (2 SWS) Practice Course (1 SWS) / Oral participation, Independent study, Literature study |
| Method of Assessment | Written Exam (60 minutes) |
| Prerequisite for | --- |
| Registration | Please register in ILIAS. Further details are available at www.uni-tuebingen.de/wiwi/marketing |
| Prerequisites | --- |
| Limited Attendance | 84 |
| Person Responsible | Prof. Dr. Dominik Papies |
| Lecturer | N.N. |

This module can be taken as part of the following programs:

- **International Economics**  Focus Area Elective Studies
- **International Business Administration**  Focus Area Marketing, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**  Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**  Focus Area Marketing, Focus Area Elective Studies
- **Minor in Economics**  ---
- **Minor in Business Administration**  ---
- **B.Ed. Wirtschaftswissenschaft**  ---

**Content**

Strong brands with high brand equity are a valuable intangible asset with a potentially strong impact on firm value because brands give firms the ability to differentiate their products and generate a competitive advantage. To provide knowledge about brand management at the strategic level and about different strategies for building brand equity as well as approaches for measuring brand performance, the module covers the following areas: - Brands and brand management, Customer-based equity and brand positioning, Building brand equity, Measurement of brand equity, Brand Architectures, Brand Extensions.
Objectives

Students will be able to describe the central concepts, theories, models, and strategies of brand management based on state-of-the-art international research in this field and to discuss similarities, differences and how the theories, concepts, models, and strategies supplement each other. They will have the skills to illustrate, analyze, and critically discuss the relevant strategies to build brand equity; to analyze options for measuring sources and outcomes of brand equity; and to illustrate, analyze, and critically discuss options for developing and configuring brands nowadays.

Literature

Textbook:

Article list (excerpt):
B327 Integrated Marketing Communication

| ECTS-Credits | 6 |
| Workload Hours | Contact Hours: 30  Independent Study: 150 |
| Duration | 1 Semester |
| Cycle | generally: SS 17 |
| recommended for this semester or higher | 4 |
| Language | English |
| blocked | yes |
| Course Type / Learning Methods | Lecture (2 SWS) / Oral participation, Independent study, Literature study |
| Method of Assessment | Written Exam (60 minutes) |
| Prerequisite for | --- |
| Registration | Please register in ILLAS. Further details are available at www.uni-tuebingen.de/wiwi/marketing |
| Prerequisites | --- |
| Limited Attendance | 160 |
| Person Responsible | Prof. Dr. Dominik Papies |
| Lecturer | N.N. |

This module can be taken as part of the following programs:

- **International Economics**  Focus Area Elective Studies
- **International Business Administration**  Focus Area Marketing, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**  Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**  Focus Area Marketing, Focus Area Elective Studies
- **Minor in Economics**  ---
- **Minor in Business Administration**  ---
- **B.Ed. Wirtschaftswissenschaft**  ---

**Content**

This module aims to introduce you to the basic principles underlying modern marketing communications. Thereby students get a first introduction into the structure and processes of the current advertising industry. A strong emphasis is placed on how to develop, assess and implement effective communications campaigns in diverse contexts. Topics include consumer behavior, market segmentation and positioning, ad message strategy, advertising planning, media planning, advertising creativity and crisis communication.

**Objectives**

Students will have developed an awareness and deeper understanding of the core communication principles. They will be able to develop an integrated advertising strategy, identify and hire a suitable ad agency, determine the right communication budget, brief and monitor the agency, and schedule the campaign.

**Literature**

## B328 Green Consumerism

**ECTS-Credits** 6  
**Workload Hours** Contact Hours: 45  Independent Study: 135  
**Duration** 1 Semester  
**Cycle** generally: SS

**recommended for this semester or higher** 4

**Language** English

**blocked** yes

**Course Type / Learning Methods** Lecture (2 SWS) Practice Course (1 SWS)  /  Oral participation, Independent study, Literature study

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** ---

**Registration** Please register in ILIAS. Further details are available at www.uni-tuebingen.de/wiwi/marketing

**Prerequisites** ---

**Limited Attendance** 160

**Person Responsible** Prof. Dr. Dominik Papies

**Lecturer** N.N.

**This module can be taken as part of the following programs:**

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## Content

Why do almost all people say sustainability (for example saving the environment) is important to them but almost no one actually acts in line with this statement? The aim of this module is to understand why this is the case and to learn how people (especially in their roles as consumers) can be motivated to act more sustainable. In this module, participants will learn theories and findings from consumer behavior, marketing and psychology, which help to understand why consumer think and act in different ways and how their behavior can be altered into a more sustainable way. In this module evolutionary motives, social norms, cognitions, (neuro)affect, motivation, the self and self-control, and perception will be addressed to understand consumers and their (non)sustainable behavior.
Objectives

At the end of this module students will be able to:
- understand the consumption process from a sustainability perspective.
- understand why consumers have difficulty to act sustainable.
- explain how consumer behavior can be nudged into a more sustainable direction.

Literature

Background literature:
The journal articles for this module will be given to participants during the semester.
B330 Accounting Information and Strategic Cost Management

ECTS-Credits 6

Workload Hours Contact Hours: 45  Independent Study: 135

Duration 1 Semester

Cycle generally: SS

recommended for this semester or higher 4

Language English

blocked No

Course Type / Learning Methods Lecture (2 SWS) Practice Course (1 SWS) / Discussion, Oral participation, Independent study

Method of Assessment Written Exam (60 minutes)

Prerequisite for B330K

Registration no registration required

Prerequisites B130

Limited Attendance ---

Person Responsible Prof. Dr. Patrick Kampkötter

Lecturer Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following programs:

International Economics Focus Area Elective Studies

International Business Administration Focus Area Financial Accounting & Business Taxation, Focus Area Managerial Accounting & Organisation, Focus Area Elective Studies

Economics and Business Administration, Type Economics Focus Area Elective Studies

Economics and Business Administration, Type Business Administration Focus Area Financial Accounting & Business Taxation, Focus Area Managerial Accounting & Organisation, Focus Area Elective Studies

Minor in Economics ---

Minor in Business Administration Elective Area

B.Ed. Wirtschaftswissenschaft ---

Content

This module analyzes the decision-facilitating and strategic role of managerial accounting. Managers have the responsibility and authority for making decisions with respect to the acquisition and the use of an organization’s resources. To effectively do this, they must identify the actions or strategies available to them, predict the relevant consequences of those actions, and then choose the action that has the most preferred predicted outcome.

Management accounting systems can be effective tools in providing information that is useful in predicting the possible consequences of alternative actions and in presenting a description of those consequences.

Objectives

Students develop analytics skills with respect to the identification and use of decision-relevant accounting information. They are able to identify, differentiate and critically evaluate the use of accounting information concepts.

Literature


**B330K Colloquium on Accounting Information and Strategic Cost Management**

| **ECTS-Credits** | 3 |
| **Workload Hours** | Contact Hours: 5  Independent Study: 85 |
| **Duration** | 1 Semester |
| **Cycle** | generally: SS |
| **recommended for this semester or higher** | 4 |
| **Language** | English |
| **blocked** | yes |
| **Course Type / Learning Methods** | Colloquium / Exercise (Homework), Discussion, Groupwork |
| **Method of Assessment** | Case Study |
| **Prerequisite for** | --- |
| **Registration** | Details on the registration procedure will be provided on the chair website |
| **Prerequisites** | B330 |
| **Limited Attendance** | --- |
| **Person Responsible** | Prof. Dr. Patrick Kampkötter |
| **Lecturer** | Prof. Dr. Patrick Kampkötter |

**This module can be taken as part of the following programs:**

- **International Economics**  Focus Area Elective Studies
- **International Business Administration**  Focus Area Financial Accounting & Business Taxation, Focus Area Managerial Accounting & Organisation, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**  Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**  Focus Area Financial Accounting & Business Taxation, Focus Area Managerial Accounting & Organisation, Focus Area Elective Studies
- **Minor in Economics**  ---
- **Minor in Business Administration**  Elective Area
- **B.Ed. Wirtschaftswissenschaft**  ---

**Content**

This module analyzes the decision-facilitating and strategic role of managerial accounting. Managers have the responsibility and authority for making decisions with respect to the acquisition and the use of an organization’s resources. To effectively do this, they must identify the actions or strategies available to them, predict the relevant consequences of those actions, and then choose the action that has the most preferred predicted outcome. Management accounting systems can be effective tools in providing information that is useful in predicting the possible consequences of alternative actions and in presenting a description of those consequences.

**Objectives**

Students develop analytics skills with respect to the identification and use of decision-relevant accounting information. They are able to transfer the concepts and theories learned in the lecture and apply them to practical situations. Students are also able to critically evaluate the use of accounting information concepts.

**Literature**

Case Study (tba)
B353 International Taxation

ECTS-Credits 6

Workload Hours Contact Hours: 20 Independent Study: 160

Duration 1 Semester

Cycle generally: SS

recommended for this semester or higher 4

Language English

blocked yes

Contact Hours:

Independent Study: 160

Duration 1 Semester

Cycle generally: SS

recommended for this semester or higher 4

Language English

blocked yes

Course Type / Learning Methods Lecture (2 SWS) in block format at the beginning of the term (Saturday).

Date will be announced via Campus and the chair’s homepage / Participation, Group discussion, Self-study

Method of Assessment Portfolio: Written Exam (60 minutes, 80%), Presentation (20%) Prerequisite for --- Registration Details on the registration procedure will be provided on the chair website

Prerequisites Basic knowledge on Business Taxation as presented in B350 Grundlagen der Besteuerung is advisable, but no formal prerequisite.

Limited Attendance Limited Attendance: 50 – students have to register on Ilias before April 1st 2017. Admittance to the module is granted preferably for students who already participated in our course “Grundlagen der Besteuerung” and otherwise by lot.

Person Responsible Prof. Dr. Martin Ruf

Lecturer Brigitte Ellerbeck

This module can be taken as part of the following programs:

International Economics Focus Area Elective Studies

International Business Administration Focus Area Financial Accounting & Business Taxation, Focus Area International Business, Focus Area Elective Studies

Economics and Business Administration, Type Economics Focus Area Elective Studies

Economics and Business Administration, Type Business Administration Focus Area Financial Accounting & Business Taxation, Focus Area International Business, Focus Area Elective Studies

Minor in Economics ---

Minor in Business Administration ---

B.Ed. Wirtschaftswissenschaft ---

Content

This module provides an overview on the basics of international taxation. The taxation of different forms of international investments and the tax effects caused by the financing decisions made on these international investments will be closer looked at. Furthermore the influence of the EU on taxation will be described.
Objectives

Students should gain knowledge on the basics of international taxation such as the principles of International Tax Law, Model Tax Conventions on Double Taxation and Transfer Pricing Rules. Students are able to distinguish between permanent establishments and subsidiaries and their implications concerning taxation. Furthermore, students are capable of presenting and discussing different subjects e.g. in the field of base erosion and profit shifting or other relevant topics in international taxation.

Literature

B354 Empirical Research in International Business Taxation

ECTS-Credits
9

Workload Hours
Contact Hours: 30  Independent Study: 160

Duration
1 Semester

Cycle
generally: WS

recommended for this semester or higher
4

Language
English

blocked
No

Course Type / Learning Methods
Research oriented lecture (2 SWS) / Participation, Group discussion, Self-study

Method of Assessment
Portfolio: Replication of a well published research paper (75 %) and presentation (25 %).

Prerequisite for
---

Registration
Details on the registration procedure will be provided on the chair website

Good knowledge of Econometrics as presented in S220 Quantitative Methoden der Wirtschaftswissenschaft or in S110 Explorative Datenanalyse.

Prerequisites
Limited Attendance: 30 – students have to register on Ilias. Admittance to the module is granted preferably for students who already participated in our course “Grundlagen der Besteuerung” and otherwise by lot.

Person Responsible
Prof. Dr. Martin Ruf

Lecturer
Prof. Dr. Martin Ruf

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Content

This module provides an overview on research in international business taxation. Research fields in international business taxation are discussed in class from a theoretical as well as empirical perspective. Stata do-files producing research papers are presented and discussed.
**Objectives**

Students should get familiar with current research fields in international business taxation. Even more important, students should be able to do empirical research themselves. The main focus of the module is on replicating Huizinga, Harry; Laeven, Luc; Nicodeme, Gaetan (2008): Capital structure and international debt shifting. In: Journal of Financial Economics 88 (1), p. 80–118. The university has acquired the expensive dataset ORBIS (available through the library and the secreatry to the chair of international business taxation), which allows students to replicate this study. The first step is to get the ORBIS data into Stata and to run a basic regression. This is the data management exercise to be handed in by November 15th 2015. A pass of this data management exercise is obligatory. Then team student presentations give an introduction into STATA. Finally students have to hand in the team replication study by March 20th 2016. Replicating empirical studies is the most efficient way to get familiar with the techniques of empirical research. Students will be able to do own empirical research in all fields of economics and business afterwards.

**Literature**

Christopher F. Baum (2006): An introduction to modern econometrics using Stata. College Station, Tex: Stata Press.
### B360 Organisational Behaviour

| **ECTS-Credits** | 6 |
| **Workload Hours** | Contact Hours: 30  Independent Study: 150 |
| **Duration** | 1 Semester |
| **Cycle** | generally: not offered in 2017/2018 recommended for this semester or higher |
| **Language** | English |
| **blocked** | Yes |
| **Course Type / Learning Methods** | Lecture (2 SWS) / Oral participation, Independent study, Literature study |
| **Method of Assessment** | Written Exam (60 minutes), Group Assignment |
| **Prerequisite for** | --- |
| **Registration** | Application with Transcript to philip.yang@uni-tuebingen.de. |
| **Prerequisites** | --- |
| **Limited Attendance** | 48 |
| **Person Responsible** | Prof. Dr. Philip Yang |
| **Lecturer** | Prof. Dr. Philip Yang |

**This module can be taken as part of the following programs:**

- **International Economics** Focus Area Elective Studies
- **International Business Administration** Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics** Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration** Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies
- **Minor in Economics** ---
- **Minor in Business Administration** ---
- **B.Ed. Wirtschaftswissenschaft** ---

### Content

This module introduces Organizational Behaviour (OB) as a field of study to understand, explain, and improve the attitudes and behaviours of individuals and groups in organizations. Following a lecture, students will present and discuss main findings from recent literature in groups.

### Objectives

The students understand each part one integrative OB model and are able to relate the main goals, better job performance and more organizational commitment to the determinants on the individual, group and organizational level. They are able to transfer the basic knowledge from the OB model to more complex journal articles in this field.

### Literature

- Research articles (e.g. Academy of Management Journal, Journal of Management, Management Science....)
B390 International Business

ECTS-Credits: 6

Workload Hours: Contact Hours: 60 Independent Study: 120

Duration: 1 Semester

Cycle: generally: SS recommended for this semester or higher: 4

Language: English

blocked: No

Course Type / Learning Methods: Lecture (2 SWS) Practice Course (2 SWS) / Group assignment (case study presentation), Oral participation, Independent study, Literature study

Method of Assessment: Written Exam (90 minutes)

Prerequisite for: ---

Registration: The application period for the summer term 2018 will be announced on the website of the Department of International Business.

Prerequisites: none

Limited Attendance: no formal limit (course registration required for group assignments)

Person Responsible: Prof. Dr. Markus Pudelko

Lecturer: Dr. Helene Tenzer

This module can be taken as part of the following programs:

- International Economics
- International Business Administration
- Economics and Business Administration, Type Economics
- Economics and Business Administration, Type Business Administration
- Minor in Economics
- Minor in Business Administration
- B.Ed. Wirtschaftswissenschaft

Content

Topics: Globalization, the cultural environments facing business, ethics in the globalized business world, international trade theory, governmental influence on trade, cross-national cooperation and agreements, organizational structures of multinational enterprises, export and import strategies, global manufacturing and supply chain management, marketing globally, international human resource management.
Objectives

Having completed this module, students will understand how the process of globalization is creating opportunities and challenges for business managers. They will recognize how differences in social culture influence values in the workplace and can explain how international managers may incorporate ethical considerations into their decision making. Students will be able to summarize the different theories explaining trade flows between nations, to identify the policy instruments used by governments in order to influence international trade flows, and to explain the current scope and future prospects of the world’s most important regional economic agreements. They will be able to discuss what is required for an international business to match its organization to its strategy, to identify the steps managers can take to improve their export performance, and to explain how country differences, production technology and product features affect the choice where to locate production activities. Finally, they will recognize why and how distribution, advertising, pricing and promotional strategies might vary among countries and will identify the pros and cons of different global staffing policies.

Literature

**B394 Introduction into Research Methodology for B.Sc.**

| ECTS-Credits | 3 |
| Workload Hours | Contact Hours: 15  Independent Study: 75 |
| Duration | 1 Semester |
| Cycle | generally: WS, SS |
| recommended for this semester or higher | 5 |
| Language | English |
| blocked | yes |
| Course Type / Learning Methods | Seminar (1 SWS) / Oral participation, Independent study, Group exercises |
| Method of Assessment | Written Exam (60 minutes) |
| Prerequisite for | Attending this module and passing its exam constitute prerequisites for writing a Bachelor thesis at the Department of International Business. |
| Registration | The application periods and modalities will be announced on the website of the Department of International Business |
| Prerequisites | --- |
| Limited Attendance | This module is limited to students writing their B.Sc. thesis at the Department of International Business. Students assigned to the Department for the current semester will be given preference over students planning to write their thesis in future semesters |
| Person Responsible | Prof. Dr. Markus Pudelko |
| Lecturer | Dr. Helene Tenzer |
| This module can be taken as part of the following programs: |

- **International Economics**
  - Focus Area Elective Studies
- **International Business Administration**
  - Focus Area International Business, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**
  - Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**
  - Focus Area International Business, Focus Area Elective Studies
- **Minor in Economics**
  - ---
- **Minor in Business Administration**
  - ---
- **B.Ed. Wirtschaftswissenschaft**
  - ---

**Content**

Students writing their B.Sc. thesis at the department of International Business learn how to find relevant literature, how to review it concisely, how to structure their scientific papers and how to present their findings in a convincing way. To provide students with a sound understanding of the literature they have to review, the seminar will also cover different research designs, methods of data collection, analysis and display.
Objectives

This seminar is designed to equip students with a basic understanding of doing research in the area of international business and with the prerequisites for writing a Bachelor thesis at the Department of International Business. They will be able to distinguish the principles of different research schools, to recognize common methodological tools, and to appraise the quality of empirical studies. The seminar will also enable them to review scholarly literature efficiently, to interpret it critically, to structure it meaningfully and to integrate it into their own B.Sc. theses following the standards of good research practice.

Literature

The module covers the material for one of the three CFA® levels. Standards of practice, detailed finance, accounting, and security valuation tools are included. The curriculum, in class mock exams and the final exam resemble a portion of the respective CFA® level exam. Each level is offered triennially, for detailed information please have a look at Campus or chair homepage.
Objectives

US-oriented business coverage complements students’ German business education and provides a truly international perspective. CFA’s code of ethics and rigorous problem-solving oriented approach provides an edge in the finance industry. The main goal is to provide a solid foundation that helps students to succeed in CFA® exams and to eventually achieve the CFA® designation which is a highly regarded professional distinction in business.

Literature

Lecture notes, Mock CFA exams and course announcements at www.azarmi.org. The site may be used for studying CFA, forming a study group, and networking. It has over 20,000 users.
Principles of Corporate Finance, Brealey, Myers, and Allen, current edition
Fundamentals of Financial Management, Brigham and Houston, current edition
Prof. Harvey’s finance dictionary http://people.duke.edu/~charvey/Classes/wpg/glossary.htm
CFA program curriculum, level I, Volumes I-VI, current edition
This module studies the developments in the euro area since the global financial crisis of 2007/08. The module makes use of macroeconomic theory and empirical methods to improve our understanding of the protracted crisis that has ensued in the aftermath of 2007/08. In particular, we will look at the build-up of imbalances in the euro area in the pre-crisis years, the impacts of the global financial crisis and the response of fiscal and monetary policy. We will also study the post-crisis adjustment, particularly in fiscal and external positions, as well as the steps taken to enhance the governance framework in the euro area (“EMU 2.0”). Having been exposed to teaching in economics for two years, participants in this module will finally see various economic concepts and principles applied to one of the most important topics that Europe faces at this time.
Objectives

Students completing this module will be able to retrace the development of the most important facts in the euro area during the years after the global financial crisis. They will be able to portray possible causal relationships between these facts by applying modern models of macroeconomics. They will thus appreciate the relevance of macroeconomic theory for practical problems of economics.

Literature

References will be given in connection with the lecture notes, to be made available during the course.
E321 European Economic Integration

ECTS-Credits: 6

Workload Hours: Contact Hours: 60  Independent Study: 120

Duration: 1 Semester

Cycle: generally: SS

Recommended for this semester or higher: 4

Language: English

Blocked: No

Course Type / Learning Methods:
- Lecture (3 SWS) Practice Course (1 SWS)
- Method of teaching: lecturing based on textbook and lecture notes, discussion of problem sets
- Method of learning: attention to lecture, active engagement in class discussion, assigned home-work (problem sets), re

Method of Assessment: Written Exam (90 minutes)

Prerequisite for Registration:
Registration via ILIAS in the first week of term. The ILIAS password will be communicated in the first lecture.

Prerequisites:
Completion of all obligatory modules of years 1 and 2

Limited Attendance: ---

Person Responsible: Prof. Dr. Wilhelm Kohler

Lecturer: Prof. Dr. Wilhelm Kohler, Peter Eppinger, M.Sc.

This module can be taken as part of the following programs:

- International Economics
- International Business Administration
- Economics and Business Administration, Type Economics
- Economics and Business Administration, Type Business Administration
- Minor in Economics
- Minor in Business Administration
- B.Ed. Wirtschaftswissenschaft

Content:

This module applies modern theory of international economics, both monetary and real theory, to key issues of European integration:
1. History of European integration
2. Choice of exchange rate regime
3. The European Monetary Union
4. Integrating European goods markets - The traditional view
5. Integrating European goods markets - The modern view
6. EU Common agricultural policy (CAP)
7. Labor market integration
Objectives

Students completing this module will have a solid understanding of the history and the topical issues of European economic integration. They will be able to name the most important steps of European economic integration over the past 6 decades, and to identify the advantages and disadvantages that countries and citizens have experienced from different steps of European economic integration. They will recognize the relevance of modern international economics for these issues and be able to apply simple models of international economics to derive policy conclusions.

Literature

The module is based on the following textbook:

Supplementary Reading to be given in the course.
E323 Globalization and Wages

ECTS-Credits

6

Workload Hours

Contact Hours: 60  Independent Study: 120

Duration

1 Semester

Cycle

generally: SS

recommended for this semester or higher

4

Language

English

blocked

No

Course Type / Learning Methods

Lecture (3 SWS) Practice Course (1 SWS) / Method of teaching: lecturing based on textbook and lecture notes, discussion of problem sets

Method of learning: attention to lecture, active engagement in class discussion, assigned home-work (problem sets), re...n

Method of Assessment

Written Exam (90 minutes)

Prerequisite for

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Registration

Registration via ILIAS in the first week of term. The ILIAS password will be communicated in the first lecture.

Prerequisites

E371: Theory and Policy of International Trade

Limited Attendance

Person Responsible

Prof. Dr. Wilhelm Kohler

Lecturer

Prof. Dr. Wilhelm Kohler

This module can be taken as part of the following programs:

International Economics

Focus Area International Economics, Focus Area Elective Studies

International Business Administration

Focus Area Elective Studies

Economics and Business Administration, Type Economics

Focus Area International Economics, Focus Area Elective Studies

Economics and Business Administration, Type Business Administration

Focus Area Elective Studies

Minor in Economics

---

Minor in Business Administration

---

B.Ed. Wirtschaftswissenschaft

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Content

This module builds upon the module entitled Theory of International Trade and Trade Policy (E371). It applies trade theory to explore possible effects of trade on wages and on wage inequality. Thus, it deals with one of the most hotly debated topics in present economic policy discussions. In addition to the wage effects of trade, we also deal with the wage and welfare effects of international migration.

1 Introduction

2 Trade and wages: some theory

2.1 The long run-view – mobile factors

2.2 The short-run view - specific factors

2.3 The modern view: offshoring

2.4 The conventional empirical approach towards “trade and wages”

3 The conventional empirical approach towards “trade and wages”

...3.1 Estimating zero profit conditions

3.2 Estimating labor demand functions

4 Labor market effects of trade: new empirical approaches
3.1 Trade liberalization and regional Ricardo Viner economies
3.2 Estimating the labor market effects: China in world trade
3.5 Special effects of offshoring
4. A brief look at immigration
  4.1 The immigration surplus
  ...4.2 Empirical approaches to estimate wage effects of immigration

Objectives

Students will be able to understand theoretical concepts relevant for the labor market effects of trade and offshoring, and to use these in order to actively participate in academic discussions about the gains and pains from economic globalization. They will be able to follow modern academic literature that uses state of the art methodological approaches in order to empirically identify the effects of certain types of trade liberalization scenarios on wages and employment. In particular, the module will enable students to correctly interpret the results presented in modern literature on the labor market effects of trade and to appreciate the limits to the insights inherent in the limits of the theory underlying the empirical approaches. Students will also be brought to the verge of developing their own approach, based on existing theory, to exploit existing data sets in order to answer certain questions about the labor market effects of globalization.

Literature

E325 Economics in Action: Decision Making in European Institutions

ECTS-Credits 6
Workload Hours Contact Hours: 30 Independent Study: 150
Duration 1 Semester
Cycle generally: WS
recommended for this semester or higher 5
Language English
blocked Yes

Course Type / Learning Methods
Lecture (2 SWS) / Method of teaching: lecturing based on lecture notes and journal literature, discussion of problem sets
Method of learning: attention to lecture, active engagement in class discussion, assigned home-work (problem sets), reading assigned
Method of Assessment Written Exam (90 minutes)
Prerequisite for Details on the registration procedure will be provided on the chair website: http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html
Prerequisites E130 Macroeconomics
Limited Attendance Upper attendance limit between 25 and 30 in order to allow for interactive conduct of course
Person Responsible Prof. Dr. Wilhelm Kohler
Lecturer Dr. Martin Ahbe

This module can be taken as part of the following programs:

- **International Economics**
  - Focus Area Applied Economics, Focus Area International Economics,
  - Focus Area Elective Studies
- **International Business Administration**
  - Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**
  - Focus Area Applied Economics, Focus Area International Economics,
  - Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**
  - Focus Area Elective Studies
- **Minor in Economics**
  - Elective Area
- **Minor in Business Administration**
  - ---
- **B.Ed. Wirtschaftswissenschaft**
  - ---

**Content**
The module will provide a detailed view on institutions and decision making within the European Union. It will
- Discuss the role of institutions, of European institutions and of the individuals acting therein
- Highlight the link between European decision-making and European institutions
- Illustrate the timeline of the establishment of European Institutions
- Present the main features of key European Institutions
- Look at the specific role of regulatory and executive agencies
- Discuss the influence of lobbying on European level.
The course will come in two parts:
A first part dealing with the more general modalities of decision-making on European level (probably November 2017) and
a second part entering more into the details of European economic governance as specific part of European level decision-making (probably January 2018).

**Objectives**

Module participants will
- Develop a basic understanding of the role of institutions, of European institutions and of the individuals acting therein
- See the link between European decision-making and European institutions
- Follow the timeline of the establishment of European Institutions against their respective economic and political background
- Reproduce the main features of key European Institutions
- Understand the specific role of regulatory and executive agencies
- Discuss the influence of lobbying on European level.

**Literature**

- Hardacre, Alan/Akse, Erik (2015): How the EU Institutions work and How to work with the EU Institutions, 2nd ed., London
- Zimmermann, Hubert and Dür, Andreas (2013): Key Controversies in European Integration, Palgrave Macmillan, Basingstoke.
### Content

This module is concerned with the allocative role of international financial markets. The determinants of the current account and exchange rates are discussed in some detail as are debt crises. The role of monetary and exchange rate policies also come into focus, not least to shed some light on recent developments in the euro area.

### Objectives

Students become familiar with key concepts of international finance and basic tools of dynamic macroeconomic analysis.

### Literature

Specific references will be provided during the lectures.
E350 Innovation and Technological Change

ECTS-Credits 6

Workload Hours Contact Hours: 60 Independent Study: 120

Duration 1 Semester

Cycle generally: SS

recommended for this semester or higher 6

Language English

blocked No

Course Type / Learning Methods Lecture (2 SWS) Practice Course (2 SWS) / Oral participation, Group discussion, Self-study

Method of Assessment Portfolio: Written Exam (90 minutes, 80%), Assignments (20%)

Prerequisite for ---

Registration no registration required

Prerequisites ---

Limited Attendance ---

Person Responsible Prof. Dr. Manfred Stadler

Lecturer Prof. Dr. Manfred Stadler

This module can be taken as part of the following programs:

International Economics Focus Area Applied Economics, Focus Area Elective Studies

International Business Administration Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies

Economics and Business Administration, Type Economics Focus Area Applied Economics, Focus Area Elective Studies

Economics and Business Administration, Type Business Administration Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies

Minor in Economics ---

Minor in Business Administration ---

B.Ed. Wirtschaftswissenschaft ---

Content

Innovation is the main driving force of the development of firms, industries and economies. The causes and effects of innovation cannot be explained in a satisfying way by focusing on only one of these levels. The lecture therefore provides an integrated bottom-up analysis of the innovation process, starting at the microeconomic firm level (innovation management), moving on to the industry level (dynamic competition), the aggregate macroeconomic level (innovation and growth dynamics), and finally the global level (innovation and international trade).

Objectives

Students become familiar with issues of innovation and technological change. To achieve this, students learn some basic tools of modern economic theory (dynamic optimization, game theory, general-equilibrium theory). They gain insight that business economics as well as micro- and macroeconomic theory simply take different perspectives of a unified scientific discipline.

Literature

The script for this lecture will be made available via Ilias.
E353 Colloquium on the Economics of Innovation

ECTS-Credits 3

Workload Hours
Contact Hours: 30
Independent Study: 60

Duration 1 Semester

Cycle generally: SS

recommended for this semester or higher 6

Language English

blocked No

Course Type / Learning Methods Colloquium (2 SWS) / Oral participation, Discussion, Independent study

Method of Assessment Portfolio: Presentation (70%), Discussion (30%)

Prerequisite for ---

Registration in ILIAS

Prerequisites Advanced knowledge in industrial organization and/or Economics of Innovation

Limited Attendance 12

Person Responsible Dr. Alexandra Zaby

Lecturer Dr. Alexandra Zaby

This module can be taken as part of the following programs:

- International Economics Focus Area Applied Economics, Focus Area Elective Studies
- International Business Administration Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies
- Economics and Business Administration, Type Economics Focus Area Applied Economics, Focus Area Elective Studies
- Economics and Business Administration, Type Business Administration Focus Area Managerial Accounting & Organisation, Focus Area Marketing, Focus Area Elective Studies
- Minor in Economics ---
- Minor in Business Administration ---
- B.Ed. Wirtschaftswissenschaft ---

Content

The Colloquium deals with selected topics on the Economics of Innovation such as patent races, intellectual property rights (patents, trademarks, copyrights), research collaborations, or entrepreneurship. It complements the lecture E350 Innovation and Technological Change, but is open to all interested students with advanced knowledge in the area(s) Industrial Organization and/or Economics of Innovation.

Objectives

Students will read, present and discuss economic papers in the field of innovation economics. Students will learn to develop a research question as well as to extract and present the corresponding results derived in the literature. Further, students will be able to critically discuss the significance of existing results.

Literature

The module material will be provided on the ILIAS-online platform.
### E363 International Development Economics and Economic History

| **ECTS-Credits** | 6 |
| **Workload Hours** | Contact Hours: 30  Independent Study: 150 |
| **Duration** | 1 Semester |
| **Cycle** | generally: SS |
| **recommended for this semester or higher** | 3 |
| **Language** | English |
| **blocked** | No |
| **Course Type / Learning Methods** | Lecture (2 SWS) / E-Learning, Group Discussion, Self-Study |
| **Method of Assessment** | Written Exam (60 minutes) |
| **Prerequisite for** | --- |
| **Registration** | Registration required on the first course date |
| **Prerequisites** | --- |
| **Limited Attendance** | 100 |
| **Person Responsible** | Prof. Dr. Jörg Baten |
| **Lecturer** | Prof. Dr. Jörg Baten |

This module can be taken as part of the following programs:

- **International Economics**  Focus Area International Economics, Focus Area Elective Studies
- **International Business Administration**  Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**  Focus Area International Economics, Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**  Focus Area Elective Studies
- **Minor in Economics**  Elective Area
- **Minor in Business Administration**  ---
- **B.Ed. Wirtschaftswissenschaft**  ---

### Content

Questions that will be discussed are, for example: Which influence does development aid have on successful growth of Less Developed Countries (LDCs)? Can we estimate the level of ‘colonial legacies’ (the influence of colonialism on development hurdles in LDCs)? To which extent can expansion of educational programs reduce poverty and stimulate growth? Can micro credit systems help on a broader scale? Clearly, economic development is also interrelated with political factors. Hence, this lecture series will also address the effects and causes of civil wars and the degree of political participation on development, inequality, and poverty. In contrast to most development economics modules, this lecture series will take a long-term perspective. We trace the development of welfare, education and inequality in the long run, discussing recent research and measurement approaches of economic historians.

For the exam registration it is necessary to submit an assignment.

### Objectives

Students recognize the relationship between development and long run growth. Additionally, they get to know the current research in this field and its most important methods.

### Literature

Articles and working papers on the chair’s homepage

ECTS-Credits
Workload Hours
Duration
Cycle
recommended for this semester or higher
Language
blocked
Course Type / Learning Methods
Method of Assessment
Prerequisite for
Registration
Prerequisites
Limited Attendance
Person Responsible
Lecturer
This module can be taken as part of the following programs:

International Economics
International Business Administration
Economics and Business Administration, Type Economics
Economics and Business Administration, Type Business Administration
Minor in Economics
Minor in Business Administration
B.Ed. Wirtschaftswissenschaft

Content

In this internship, students can obtain deep insights into the process of scholarly research in economic history. They not only look over the shoulders of researchers who are currently working on studies, but they will also participate actively in small work units of information retrieval, econometric analysis and the design of texts. The topics of this research internship will cover long-run human capital development, the development of welfare in many different world regions and international economic history. The internship students will present their results in smaller in-group presentations and will write a final report about the research that has been done. They work at our institute for six afternoons (on appointment. Spring or Summer break also possible), plus some work in between and thereafter.

Objectives

Students understand the current research methods in economic history, put their theoretical knowledge into practice and prove it. They also know how to participate in scientific projects.

Literature

E371 Theory and Policy of International Trade

ECTS-Credits 6
Workload Hours Contact Hours: 45 Independent Study: 135
Duration 1 Semester
Cycle generally: WS

Language English

Course Type / Learning Methods Lecture (2 SWS) Practice Course (1 SWS) / Oral participation, Discussion, Independent study

Method of Assessment Written Exam (90 minutes)

Prerequisite for Voraussetzung für: E372
Registration no registration required

Prerequisites E140 Makroökonomik, E150 Mikroökonomik

Person Responsible Prof. Dr. Valeria Merlo
Lecturer Valeria Merlo, PhD

This module can be taken as part of the following programs:

- International Economics Focus Area International Economics, Focus Area Elective Studies
- International Business Administration Focus Area International Business, Focus Area Elective Studies
- Economics and Business Administration, Type Economics Focus Area International Economics, Focus Area Elective Studies
- Economics and Business Administration, Type Business Administration Focus Area International Business, Focus Area Elective Studies
- Minor in Economics Elective Area
- Minor in Business Administration ---
- B.Ed. Wirtschaftswissenschaft ---

Content
1. Trade and technology: The Ricardian model
2. Factor endowments and trade I: The Specific-factors model
3. Factor endowments and trade II: The Heckscher-Ohlin model
4. International Movements of Capital and Labour
5. New trade theory: Increasing returns to scale and imperfect competition
6. Trade policy under perfect competition
7. Trade policy under imperfect competition
8. International trade agreements
Objectives

Students are introduced to economic models that are relevant to the understanding of the causes and consequences of international trade. Students are able to: Understand the principle of comparative advantage; Demonstrate gains form trade; Explain how differences in resources generate a specific trade pattern; Explain why trade will generate both winners and losers and identify the likely winners and losers. Understand the meaning of gains from trade when there are losers; Understand how economies of scale and product differentiation lead to intra-industry trade; Assess the extent to which empirical patterns of trade and factor prices support some of the predictions of different models; Evaluate costs and benefits of tariffs, their welfare effects and identify winners and losers of trade policy.

Literature

**E376 Empirical Research with Firm-level Data**

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 30  Independent Study: 150</td>
</tr>
<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
<td>generally: WS, SS</td>
</tr>
<tr>
<td>recommended for this semester or higher</td>
<td>5</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>blocked</td>
<td>yes</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Lecture (1 SWS) Practice Course (1 SWS) / Participation, Discussion, Independent study</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Assignment</td>
</tr>
<tr>
<td>Prerequisite for</td>
<td>E372 Bachelor Thesis Seminar in International Economics, E312 Bachelor Thesis Seminar in Public Economics</td>
</tr>
<tr>
<td>Registration</td>
<td></td>
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<tr>
<td>Prerequisites</td>
<td>Applied Econometrics</td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>24</td>
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<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Valeria Merlo</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Valeria Merlo</td>
</tr>
</tbody>
</table>

**This module can be taken as part of the following programs:**

- **International Economics**
  - Focus Area Applied Economics, Focus Area Elective Studies
- **International Business Administration**
  - Focus Area Financial Accounting & Business Taxation, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**
- **Economics and Business Administration, Type Business Administration**
- **Minor in Economics**
- **Minor in Business Administration**
- **B.Ed. Wirtschaftswissenschaft**

**Content**

The module will discuss how to manage large and complex data sets and prepare them to conduct empirical research. We will discuss data management, description and graphical illustration using STATA. We will review several identification strategies and econometric techniques, and learn how to apply the methods using STATA. Furthermore, we will offer a short introduction to the typesetting program LaTeX and show how to produce graphically appealing scientific documents.

**Objectives**

Students will be familiarized with applied empirical research and acquire the tools needed to write an empirical bachelor thesis.

**Literature**

**S310 Financial Market Microstructure**

**ECTS-Credits**
6

**Workload Hours**
Contact Hours: 60  Independent Study: 120

**Duration**
1 Semester

**Cycle**
generally: WS

**recommended for this semester or higher**
4

**Language**
English

**blocked**
No

**Course Type / Learning Methods**
Vorlesung (2 SWS) Practice Course (2 SWS) / Mitarbeit, Gruppenarbeit, Selbststudium

**Method of Assessment**
Portfolio: Written Exam (60 minutes, 70%), Assignment (30%)

**Prerequisite for**
---

**Registration**
keine Anmeldung erforderlich

**Prerequisites**
S325 Applied Econometrics (kann parallel gehört werden)

**Limited Attendance**
60

**Person Responsible**
Dr. Thomas Dimpfl

**Lecturer**
Dr. Thomas Dimpfl

This module can be taken as part of the following programs:

- **International Economics**
  Focus Area Applied Economics, Focus Area Elective Studies
- **International Business Administration**
  Focus Area Banking & Finance, Focus Area Elective Studies
- **Economics and Business Administration, Type Economics**
  Focus Area Applied Economics, Focus Area Elective Studies
- **Economics and Business Administration, Type Business Administration**
  Focus Area Banking & Finance, Focus Area Elective Studies
- **Minor in Economics**
  Elective Area
- **Minor in Business Administration**
  ---
- **B.Ed. Wirtschaftswissenschaft**
  ---

**Content**
The module starts with institutional background and market microstructure basics, in particular market types (dealer or limit order book markets), order types and market participants. It moves on to the main theoretical models of price formation (Roll model, Kyle model, Glosten model, and others). The module then covers structural models of the trading process (Huang/Stoll, Glosten/Harris, Madhavan/Richardson/Roomans model). Finally, insight is given into recent developments in the analysis of high frequency financial data (such as realized volatility, microstructure noise, algorithmic trading). The theoretical aspects are illustrated in empirical applications using SAS. Case studies covering the different topics will be treated in the practical sessions.
Objectives

The aim of this module is to equip students with a general knowledge about the design of financial markets. They will learn to understand the influence of market characteristics on market efficiency and trading patterns. At the end of the module, students will be able to discuss how different traders and different trading strategies impact on the behaviour of other market participants, on the interactions of markets and the market as a whole. Besides gaining an insight into theoretical models, students will also learn to apply their knowledge within the framework of empirical case studies using the econometric/statistical software (SAS). This prepares them to conduct their own research, for example in a bachelor thesis.

Literature

Tba
S314 Computational Econometrics Using Stata

**ECTS-Credits** 3

**Workload Hours**
- Contact Hours: 30
- Independent Study: 60

**Duration** 1 Semester

**Cycle** generally: SS

**recommended for this semester or higher** 4

**Language** English

**blocked** No

**Course Type / Learning Methods** PC-Lab (2 SWS) / Independent Study, Literature Study

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** ---

**Registration** Registration via homepage

**Prerequisites** S220 Quantitative Methoden der Wirtschaftswissenschaft

**Limited Attendance** 24

**Person Responsible** Prof. Dr. Martin Biewen

**Lecturer** Matthias Seckler, M.Sc.

This module can be taken as part of the following programs:

- **International Economics**
  - Focus Area Applied Economics, Focus Area Elective Studies, Schlüsselqualifikation

- **International Business Administration**
  - Focus Area Elective Studies, Schlüsselqualifikation

- **Economics and Business Administration, Type Economics**
  - Focus Area Applied Economics, Focus Area Elective Studies, Schlüsselqualifikation

- **Economics and Business Administration, Type Business Administration**
  - Focus Area Elective Studies, Schlüsselqualifikation

- **Minor in Economics** ---

- **Minor in Business Administration** ---

- **B.Ed. Wirtschaftswissenschaft** ---

**Content**

- Data management
- Estimation Method
- Introduction to Programming
- Examples from different fields of Economics

**Objectives**

The goal of this module is to enable students to conduct empirical studies using micro data. Students will learn to use the statistical software package Stata in order to import, manipulate and analyze data. Students will get to know basic principles of programming in Stata.

**Literature**

Baum: An Introduction to Modern Econometrics Using Stata

Wooldridge: Introductory Econometrics
S316 Policy Analysis and Evaluation

ECTS-Credits
6

Workload Hours
Contact Hours: 60  Independent Study: 120

Duration
1 Semester

Cycle
generally: WS
recommended for this semester or higher
5

Language
English

blocked
no

Course Type / Learning Methods
Practice Course (3 SWS) / Oral participation, Group discussion, Self-study

Method of Assessment
Written Exam (60 minutes)

Prerequisite for
---

Registration
keine Anmeldung erforderlich

Prerequisites
S220 Quantitative Methoden der Wirtschaftswissenschaft

Limited Attendance
---

Person Responsible
Prof. Dr. Bernhard Boockmann

Lecturer
Prof. Dr. Bernhard Boockmann

This module can be taken as part of the following programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Focus Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics</td>
<td>Applied Economics, Elective Studies</td>
</tr>
<tr>
<td>International Business Administration</td>
<td>Elective Studies</td>
</tr>
<tr>
<td>Economics and Business Administration, Type</td>
<td>Elective Studies</td>
</tr>
<tr>
<td>Economics</td>
<td>Applied Economics, Elective Studies</td>
</tr>
<tr>
<td>Business Administration</td>
<td></td>
</tr>
<tr>
<td>Minor in Economics</td>
<td>---</td>
</tr>
<tr>
<td>Minor in Business Administration</td>
<td>---</td>
</tr>
<tr>
<td>B.Ed. Wirtschaftswissenschaft</td>
<td>---</td>
</tr>
</tbody>
</table>

Content

1. Introduction
2. Randomised experiments
3. Regression analysis and statistical matching
4. Instrumental variables
5. Regression discontinuity design
6. Difference-in-differences
7. Cost-benefit analysis
8. An evaluation project

Objectives

Participants will learn how to apply statistical evaluation methods to real-world policy questions, such as:
- What is the causal effect of education on future earnings?
- Which labour market programmes help the unemployed to change to employment?
- What are the costs and benefits of government subsidy programmes?

Literature

The module will be based on Angrist, J.D., and Pischke, J.-S. (2015): Mastering ’Metrics, Princeton University Press. A list of further references will be provided.
S321 Applied Econometrics

ECTS-Credits 6

Workload Hours Contact Hours: 60  Independent Study: 120

Duration 1 Semester

Cycle generally: WS

recommended for this semester or higher 4

Language English

blocked No

Course Type / Learning Methods Lecture (2 SWS) Practice Course (2 SWS) / Oral participation, Group discussion, Self-study

Method of Assessment Written Exam (60 minutes)

Prerequisite for ---

Registration no registration required

Prerequisites S220 Quantitative Methoden der Wirtschaftswissenschaft

Limited Attendance ---

Person Responsible Prof. Dr. Martin Biewen oder Prof. Dr. Joachim Grammig

Lecturer Prof. Dr. Martin Biewen oder Prof. Dr. Joachim Grammig

This module can be taken as part of the following programs:

International Economics Focus Area Applied Economics, Focus Area Elective Studies

International Business Administration Focus Area Banking & Finance, Focus Area Marketing, Focus Area Elective Studies

Economics and Business Administration, Type Economics Focus Area Applied Economics, Focus Area Elective Studies

Economics and Business Administration, Type Business Administration Focus Area Banking & Finance, Focus Area Marketing, Focus Area Elective Studies

Minor in Economics Elective Area

Minor in Business Administration ---

B.Ed. Wirtschaftswissenschaft ---

Content

Regression analysis, estimation, inference, data and specification issues, the use of cross-sectional, time series and panel data, sample selection corrections, simultaneous equation models, endogeneity: sources and solutions, instrumental variables estimation and two stage least squares.

Objectives

Students learn to understand and apply the most important methods of applied econometrics. The module enables students to understand the assumptions and the intuition behind the different methods. Practical applications use econometric software Stata.

Literature

Wooldridge: Introductory Econometrics
Hayashi: Econometrics
Angrist/Pischke: Mostly Harmless Econometrics
# S326 Empirical Analysis of Panel Data

**ECTS-Credits** 3

**Workload Hours** Contact Hours: 30  Independent Study: 60

**Duration** 1 Semester

**Cycle** generally: SS recommended for this semester or higher 4

**Language** English

**blocked** No

**Course Type / Learning Methods** Lecture (3 SWS) Practice Course (1 SWS) / Independent Study, Literature Study

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** ---

**Registration** Registration via homepage

**Prerequisites** S220 Quantitative Methoden der Wirtschaftswissenschaft

**Limited Attendance** 24

**Person Responsible** Prof. Dr. Martin Biewen

**Lecturer** Madalina Tapalaga, M.Sc.

This module can be taken as part of the following programs:

- **International Economics** Focus Area Applied Economics, Focus Area Elective Studies, Schlüsselqualifikation
- **International Business Administration** Focus Area Elective Studies, Schlüsselqualifikation
- **Economics and Business Administration, Type Economics** Focus Area Applied Economics, Focus Area Elective Studies, Schlüsselqualifikation
- **Economics and Business Administration, Type Business Administration** Focus Area Elective Studies, Schlüsselqualifikation
- **Minor in Economics** ---
- **Minor in Business Administration** ---
- **B.Ed. Wirtschaftswissenschaft** ---

**Content**

- Introduction to Using Data from the German Socio-Economic Panel (GSOEP)
- Estimation of Panel Data Models

**Objectives**

The goal of this module is to enable students to conduct empirical studies using panel data. Students will learn to use the statistical software package Stata in order to import, manipulate and analyze data. The module focuses on panel data analysis of microdata, with applications in labor economics. Students learn to work with the German Socio-Economic Panel (GSOEP) - one of the longest-running panel data sets in the world.

**Literature**

Baum: An Introduction to Modern Econometrics Using Stata
Cameron/Trivedi: Microeconometrics Using Stata
Wooldridge: Introductory Econometrics
Master Courses
**B400 Advanced Corporate Finance**

| **ECTS-Credits** | 9 |
| **Workload Hours** | Contact Hours: 60  
Independent Study: 210 |
| **Duration** | 1 Semester |
| **Cycle** | generally: WS |
| **Language** | English |
| **Course Type / Learning Methods** | Lecture (2 SWS), Practice Course (2 SWS)/ oral participation, group discussion, independent study |
| **PhD-oriented** | no |
| **Method of Assessment** | Written Exam (90 minutes), Assignment |
| **Prerequisite for** | --- |
| **Prerequisites** | --- |
| **Registration** | No registration required. |
| **Limited Attendance** | --- |
| **Person Responsible** | Prof. Dr. Christian Koziol |
| **Lecturer** | Prof. Dr. Christian Koziol and Sebastian Weitz |

**This module can be taken as part of the following master programs:**

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Studies Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accounting and Finance</strong></td>
<td>Compulsary Studies Focus Finance, Specialization Studies</td>
</tr>
<tr>
<td><strong>Economics</strong></td>
<td>Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td><strong>Economics and Finance</strong></td>
<td>Specialization Studies Focus Finance, Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td><strong>European Economics</strong></td>
<td>Specialization Studies Focus Finance</td>
</tr>
<tr>
<td><strong>European Management/General Management/International Business</strong></td>
<td>Compulsory Studies Focus Finance, Specialization Studies Focus Finance, Elective Studies</td>
</tr>
<tr>
<td><strong>International Economics</strong></td>
<td>Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td><strong>Management &amp; Economics</strong></td>
<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>

**Content**

This module focuses on the fundamental question of corporate finance "what is the optimal capital structure of a firm?". The aim of the module is to introduce students to practical and theoretical factors driving optimal capital structure decisions. Within an advanced model framework students will be enabled to analyze the effects of corporate decisions on issued claims and develop solutions for classical incentive problems in corporate financing.
Objectives

This course focuses on the fundamental question of corporate finance "what is the optimal capital structure of a firm?". The aim of the course is to introduce the students to the major practical and theoretical factors that drive the optimal capital structure and to provide an advanced model framework with that the classical solutions for the corporate financing problems are derived.

Literature

ECTS-Credits 9
Workload Hours Contact Hours: 60   Independent Study: 210
Duration 1 Semester
Cycle generally: SS
Language English
Course Type/Learning Method Lecture (2 SWS), Practice Course (2 SWS)
blocked no
PhD-oriented no
Method of Assessment Assignment
Prerequisite for ---
Registration No registration required.
Prerequisites ---
Limited Attendance ---
Person Responsible Prof. Dr. Christian Koziol
Lecturer Prof. Dr. Christian Koziol and Sebastian Weitz

This course can be taken as part of the following programs/modules:

- **Accounting and Finance**
  - Compulsory Module Finance, Specialization Studies
- **Economics**
  - Elective Module Finance, Elective Module Elective Studies
- **Economics and Finance**
  - Compulsory Module Finance, Specialization Module Finance, Elective Module Finance, Elective Module Elective Studies
- **European Economics**
  - Compulsory Studies Focus Finance, Specialization Studies Focus Finance
- **European Management**
  - See General Management
- **General Management**
  - Compulsory Studies Focus Corporate Finance, Specialization Studies Focus Corporate Finance, Specialization Studies Focus Finance, Specialization Studies Focus Econometrics, Elective Studies
- **International Business**
  - See General Management
- **International Economics**
  - Elective Module Finance, Elective Module Elective Studies
- **Management & Economics**
  - Elective Studies

**Content**

- Fundamentals on stochastic processes for financial products
- Properties of geometric Brownian motion
- Option pricing using differential equations
- Risk-neutral valuation
- Derivation of Black-Scholes formula
- Numerical methods
**Objectives**

During this course students will obtain an in-depth knowledge in derivatives pricing by using continuous-time concepts of modern finance theory as well as their application to equity and other securities. Having completed this course, students will be able to approach the literature in this field successfully and apply continuous-time techniques for arbitrary derivatives pricing challenges.

**Literature**


B402 Financial Statement Analysis

| ECTS-Credits | 6 |
| Workload Hours | Contact Hours: 30  Independent Study: 150 |
| Duration | 1 Semester |
| Cycle | generally: WS 17/18 |
| Language | English |
| Course Type / Learning Methods | Lecture (2 SWS) |
| blocked | no |
| PhD-oriented | no |
| Method of Assessment | Written Exam (120 minutes) and Assignments |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | Registration by sending an e-mail to margarita.mejia-likosova[at]uni-tuebingen.de on the first course date. |
| Limited Attendance | 40 |
| Person Responsible | Dr. Margarita Mejia Likosova |
| Lecturer | Dr. Margarita Mejia Likosova |

This module can be taken as part of the following master programs:

| Accounting and Finance | Elective Studies |
| Economics | Elective Studies Focus Elective Studies |
| Economics and Finance | Elective Studies Focus Elective Studies |
| European Economics | --- |
| European Management/ General Management/ International Business | Elective Studies |
| International Economics | Elective Studies Focus Elective Studies |
| Management & Economics | Elective Studies |

Content

The module of financial statement analysis starts introducing the need for reporting of financial information and integrating the agency problem, the users, sources and limitations of financial information, the basic analysis tools (percentages, variation rates and ratios), and the role of IFRS and consolidated accounts. This introduction is followed by a comprehensive study and interpretation of the main financial statements (balance sheet, profit and loss statement, annual report, statement of changes in equity and cash flow statement). The course concludes with the analysis of the financial position of a firm (liquidity, solvency, financial equilibrium and self-funding), the management of current capital (working capital, funding needs, operating cycle and cash conversion cycle) and the firm’s profitability (ROA, ROE and ROI).
Objectives

The aim of this module is to prepare students to be able to understand, analyse and interpret the financial statements of the companies (balance sheet, profit and loss statement, annual report, statement of changes in equity and statement of cash flows) in order to make intelligent investment decisions.

After passing the FSA course the students are expected to:

- Understand the different incentives and financial information needs of the different company stakeholders.
- Extract and/or calculate the relevant numbers from the financial statements to find solutions efficiently.
- Understand how the different financial statements connect to each other to provide an overall picture of the company financial position.
- Use tools and techniques for financial statement valuation in order to make a diagnosis of the company financial and economic situation/evolution.
- Identify improvements in the internal management process which stimulate the company productivity.

Literature

B403 Topics in International Financial Reporting and Risk Management

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>6</th>
</tr>
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<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 30 Independent Study: 150</td>
</tr>
<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
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</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Seminar (2 SWS)</td>
</tr>
<tr>
<td>blocked</td>
<td>no</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>no</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Term Paper and Presentation</td>
</tr>
<tr>
<td>Prerequisite for</td>
<td>---</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>---</td>
</tr>
<tr>
<td>Registration</td>
<td>Registration by sending an e-mail to margarita.mejia-likosova[at]uni-tuebingen.de on the first course date.</td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>40</td>
</tr>
<tr>
<td>Person Responsible</td>
<td>Dr. Margarita Mejia Likosova</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr. Margarita Mejia Likosova</td>
</tr>
</tbody>
</table>

This module can be taken as part of the following master programs:

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<td>---</td>
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<tr>
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<td>Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
</tbody>
</table>

**Content**

The module of advanced topics in international financial reporting and risk management explains and connects the following concepts: financial scandals, earnings management, agency theory, information asymmetry, IFRS, properties of financial information, role of external auditors, diversifiable versus market risk, market efficiency and crisis. Students will be introduced to the current state of empirical/theoretical literature that links financial reporting and risk management.
Objectives

This module responds in particular to the increasing need of future managers in finance but also in other disciplines and working in a global economy, to understand financial reports and evaluate them in terms of risks. Hence, the objective of this seminar is to provide a global perspective about the role of financial reporting for risk management within the firm and the market. At the end of this course students will be able to understand the reasons behind some of the current financial reporting requirements and, based on relevant empirical/theoretical research, will find out how successful the implementation of those requirements has been.

Literature

At the beginning of the seminar students will be provided with three individualized research papers of international journals as an introduction to their respective essay topic. These papers are meant to form a baseline to their research.
The module deals with the specific methods of managerial accounting and risk management in banks. Thereby, topics related to value maximizing management of internal processes as well as to the link between risk management and managerial accounting. Furthermore, the module covers recent trends in the design of internal governance mechanisms in banks. The lecture is accompanied by exercise sessions.

**Topic 1:** Introduction into managerial accounting in banks
**Topic 2:** Market interest rates and the opportunity principle
**Topic 3:** Customer defaults and expected risk
**Topic 4:** Activity based costing
**Topic 5:** Introduction into risk management in banks
**Topic 6:** Market risk measurement
**Topic 7:** Operational and liquidity risk
**Topic 8:** Current topics in bank management
Objectives

At the end of the module, the students are enabled to select profitable investment projects of a bank based on the bank’s business objectives combined with the risk-return trade-off. They know to conduct a capital allocation process inside a banking group, to quantify the underlying risk with an appropriate method, and to evaluate the design of internal business processes according to regulatory requirements and good governance principles.

Literature

Selected chapters of:
• Rose and Hudins: Bank Management & Financial Services; 9th ed.
• Koch and Mac Donalds: Bank Management
• Hull, Risk Management in Financial Institutions, 3rd ed.
### Content

The module gives a survey of important topics in empirical banking. As examples, the conflicts of interest between loan officers and the overall bank management, the influence of prudential regulation on the reporting behavior and the impact of different ownership structures of the banks’ corporate governance can be mentioned.
Objectives

The module is intended to give the students a broad overview concerning the relevant questions in the Empirical Banking literature and to convey the basic principles of writing research oriented essays. After having attended the module, students can describe the current state of research in the area of empirical banking, empirical bank management and risk governance. They are able to use appropriate data, collection methods, and analyze data in with appropriate tools. Furthermore, they understand and evaluate the current literature, ideas, topics, theories, open questions in this area. Students know how to formulate Empirical Banking research question and address and analyze the research question in a academic thesis. Students will be able to present the research question and their analysis to an academic audience.

Literature

see course homepage in ILIAS
**ECTS-Credits** | 6  
**Workload Hours** | Contact Hours: 60, Independent Study: 120  
**Duration** | 1 Semester  
**Cycle** | generally: SS  
**Language** | English  
**Course Type / Learning Methods** | Lecture (2 SWS), Practice Course (2 SWS), Oral participation, Independent study, Literature study  
**blocked** | no  
**PhD-oriented** | no  
**Method of Assessment** | Written Exam (90 minutes)  
**Prerequisite for** | ---  
**Prerequisites** | ---  
**Registration** | No registration required.  
**Limited Attendance** | ---  
**Person Responsible** | Prof. Ted Azarmi, PhD  
**Lecturer** | Prof. Ted Azarmi, PhD

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Elective Studies</th>
<th>Focus Elective Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance</td>
<td>Specialization</td>
<td>Studies</td>
</tr>
<tr>
<td>Economics</td>
<td>Elective Studies</td>
<td>Focus Elective Studies</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Elective Studies</td>
<td>Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>European Management/General</td>
<td>Specialization</td>
<td>Studies Focus Banking,</td>
</tr>
<tr>
<td>Management/International Business</td>
<td>Studies Focus</td>
<td>Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies</td>
<td>Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

The module covers the material for one of the three CFA® levels. Standards of practice, detailed finance, accounting, and security valuation tools are included. The curriculum, in-class mock exams and the final exam resemble a portion of the respective CFA® level exam. Each level is offered triennially, for detailed information please have a look at Campus or chair homepage.
Objectives

US-oriented business coverage complements students’ German business education and provides a truly international perspective. CFA’s code of ethics and rigorous problem-solving oriented approach provides an edge in the finance industry. The main goal is to provide a solid foundation that helps students to succeed in CFA® exams and to eventually achieve the CFA® designation which is a highly regarded professional distinction in business.

Literature

Lecture notes, Mock CFA exams and course announcements at www.azarmi.org. The site may be used for studying CFA, forming a study group, and networking. It has over 20,000 users.
Principles of Corporate Finance, Brealey, Myers, and Allen, current edition
Fundamentals of Financial Management, Brigham and Houston, current edition
Prof. Harvey’s finance dictionary http://people.duke.edu/~charvey/Classes/wpg/glossary.htm
CFA program curriculum, level I, Volumes I-VI, current edition
ECTS-Credits 9
Workload Hours Contact Hours: 60 Independent Study: 210
Duration 1 Semester, block form 1st half of semester
Cycle generally: WS
Language English
Course Type / Learning Methods Lecture (3 SWS), Practice Course (1 SWS)/ Oral participation, Independent study, Literature study
blocked no
PhD-oriented no
Method of Assessment Written Exam (60 minutes. Practice course presentation required for admission. Registration for presentation takes place in the first lecture.
Prerequisite for ---
Prerequisites ---
Registration Further details are available at www.uni-tuebingen.de/wiwi/marketing.
Limited Attendance ---
Person Responsible Prof. Dr. Dominik Papies
Lecturer Prof. Dr. Dominik Papies & M.Sc. Johannes Auer

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Focus/Studies</th>
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<tbody>
<tr>
<td>Economics</td>
<td>Elective Studies Focus Elective Studies</td>
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<tr>
<td>Economics and Finance</td>
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<tr>
<td>European Management/ General Management/ International Business</td>
<td>Compulsory Studies Focus Marketing, Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
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</tr>
</tbody>
</table>

Content

This module covers key concepts of marketing, the implementation in the marketing mix, its internationalization, and empirical generalizations.

(1) Product management
(2) Pricing
(3) Communication management
(4) Distribution management
(5) Branding
(6) Optimization
(7) International Marketing
Objectives

Students understand and evaluate key concepts and advanced aspects regarding the implementation and optimization of marketing mix elements. In addition, students will be familiar with how to apply academic literature from peer-reviewed journals to current problems of marketing.

Literature

(Selection):
B421 eBusiness

ECTS-Credits
6

Workload Hours
Contact Hours: 45 Independent Study: 135

Duration
1 Semester

Cycle
generally: SS

Language
English

Course Type / Learning Methods
Lecture (2 SWS), Practice Course (1 SWS)/ Oral participation, Independent study, Literature study

PhD-oriented
no

Method of Assessment
Written Exam (60 minutes), two ungraded assignments are required for admission to exam

Prerequisite for
---

Prerequisites
---

Registration
No registration required.

Limited Attendance
---

Person Responsible
Prof. Dr. Dominik Papies

Lecturer
N.N.

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
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</tr>
</tbody>
</table>

Content
Content of the module is the analysis of specific market conditions on electronic marketplaces (e.g. lower search cost, information asymmetry, lower marginal cost).
1. The electronic market place
2. How digitization affects the marketplace
3. Marketing-mix instruments in the online market place
Objectives

Students will explain the relevance of digitization, e-commerce, and other online activities. Students will have an understanding how digitization has changed the marketplace, and how marketing instruments can be applied successful in the online domain.

Literature

(extract):
| ECTS-Credits | 6 |
| Workload Hours | Contact Hours: 30    Independent Study: 150 |
| Duration | 1 Semester; block form 2nd half of semester |
| Cycle | generally: WS |
| Language | English |
| Course Type / Learning Methods | Lecture (1 SWS), Practice Course (1 SWS)/ Oral participation, Independent study, Literature study |
| blocked | no |
| PhD-oriented | no |
| Method of Assessment | Written Exam (60 minutes) |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | Please register in ILIAS. Two ungraded assignments are required for admission to exam. Further details are available at www.uni-tuebingen.de/wiwi/marketing. |
| Limited Attendance | 28 |
| Person Responsible | Prof. Dr. Dominik Papies |
| Lecturer | Prof. Dr. Dominik Papies |

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Elective Studies Focus Elective Studies</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

**Content**

This module provides an overview of tactical and strategic price management as well as promotional actions. The students will learn to identify appropriate price and promotional strategies given specific circumstances.
Objectives
Students will understand key concepts of price and promotional management. Based on this knowledge they will be able to choose appropriate price and promotional strategies in order to gain higher revenue and profit.

Literature
B430a Managerial Accounting and Cost Analysis

ECTS-Credits: 6
Workload Hours: Contact Hours: 45, Independent Study: 135
Duration: 1 Semester
Cycle: generally: WS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), Practice Course (1 SWS)/ Discussion, Oral participation, Independent study
blocked: no
PhD-oriented: no

Method of Assessment: Written Exam (60 minutes)
Prerequisite for: ---
Prerequisites: ---
Registration: No registration required
Limited Attendance: ---
Person Responsible: Prof. Dr. Patrick Kampkötter
Lecturer: Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Specialization Studies</th>
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</thead>
<tbody>
<tr>
<td>Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
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</tr>
<tr>
<td>European Management/General Management/International Business</td>
<td>Specialization Studies Focus Industrial Organizations, Specialization Studies Focus International Accounting and Auditing, Specialization Studies Focus HRM and Organization, Elective Studies</td>
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<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
</tr>
</tbody>
</table>

Content

The module provides an overview on the main applications, tasks and instruments of managerial accounting and cost analysis. Topics include, for instance, break-even analysis, budgeting, transfer pricing, value-based management, and decision-making under uncertainty.
Objectives

Students learn and understand the basic framework of managerial accounting and cost analysis. They know the core accounting instruments and are able to evaluate differences between these instruments. In the accompanying practice course, students will develop solutions to these problems and apply them to organizational problem settings.

Literature

B430b Managerial Accounting and Cost Analysis

ECTS-Credits 9
Workload Hours Contact Hours: 50 Independent Study: 220
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Lecture (2 SWS), Practice Course (1 SWS), Colloquium (1 SWS)/ Discussion,
Methods Oral participation, Independent study
blocked no
PhD-oriented no
Method of Assessment Written Exam (60 minutes), Course Work: Term Paper
Prerequisite for ---
Prerequisites ---
Registration Registration required, details will be provided on the website of the Department of Managerial Accounting
Limited Attendance ---
Person Responsible Prof. Dr. Patrick Kampkötter
Lecturer Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Compulsary Studies Focus Accounting, Specialization Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>Elective Studies Focus Elective Studies</td>
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<tr>
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Content

The module provides an overview on the main applications, tasks and instruments of managerial accounting and cost analysis. Topics include, for instance, break-even analysis, budgeting, transfer pricing, value-based management, and decision-making under uncertainty.
**Objectives**

Students learn and understand the basic framework of managerial accounting and cost analysis. They know the core accounting instruments, are able to evaluate differences between these instruments and can apply them to real world organizational settings. In the accompanying colloquium, students learn how to apply the concepts learned in the lecture to real-life business problems of firms by the means of case studies. Students work in student teams and take on the role of real decision makers. They are able to discuss specific managerial decision problems, apply concepts of managerial economics to the problem set and develop appropriate solutions. Students evaluate different decision alternatives and present their solutions to the audience.

**Literature**

**B432a Managerial Economics and Organizational Architecture**

**ECTS-Credits** 6

**Workload Hours**
- Contact Hours: 60
- Independent Study: 120

**Duration** 1 Semester

**Cycle** generally: SS (module will be offered in winter term 2017/2018 instead of summer term 2018)

**Language** English

**Course Type / Learning Methods**
- Lecture (2 SWS), Practice Course (2 SWS)/ Discussion, Oral participation, Independent study

**PhD-oriented** yes

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** B432K

**Prerequisites** ---

**Registration** No registration required.

**Limited Attendance** ---

**Person Responsible** Prof. Dr. Patrick Kampkötter

**Lecturer** Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Type</th>
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</thead>
<tbody>
<tr>
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<td>Elective Studies Focus Elective Studies</td>
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<tr>
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<td>Elective Studies Focus Elective Studies</td>
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<tr>
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<td>---</td>
</tr>
<tr>
<td>European Management/ General Management/ International Business</td>
<td>Specialization Studies Focus Managerial Accounting, Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Compulsory Studies</td>
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</tbody>
</table>

**Content**

Firms need to react to recent developments in corporate governance, global competition, and continuous technological change by adjusting their organizational structure. This module provides a multidisciplinary approach to managerial and organization economics, with a special focus on accounting information and the internal organization of firms. After a general introduction to organizational architecture as a management device, the course topics relate to allocating tasks within organizations, rewarding managerial performance, and measuring managerial performance.
Objectives

Students learn how to use and implement accounting information for efficiently designing and operating an organization. They understand the role of incentive and performance management systems for firms and are able to critically evaluate the use of these systems. The goal in this module is to develop rigorous frameworks to enable students to apply them to real-life problems. In the accompanying practice course, students will develop solutions to these problems and apply them to organizational problem settings.

Literature

B432b Managerial Economics and Organizational Architecture

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
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<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 75 Independent Study: 195</td>
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<tr>
<td>Duration</td>
<td>1 Semester</td>
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<td>Cycle</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning</td>
<td>Lecture (2 SWS), Practice Course (2 SWS), Colloquium (1 SWS)/ Discussion, Oral participation, Independent study</td>
</tr>
<tr>
<td>Methods</td>
<td>blocked yes</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>yes</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Written Exam (60 minutes), Course Work: Presentation</td>
</tr>
<tr>
<td>Prerequisite for</td>
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<tr>
<td>Prerequisites</td>
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<tr>
<td>Registration</td>
<td>Details will be announced in the corresponding lecture B432.</td>
</tr>
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<td>Limited Attendance</td>
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<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Patrick Kampkötter</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Patrick Kampkötter</td>
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Content

Firms need to react to recent developments in corporate governance, global competition, and continuous technological change by adjusting their organizational structure. This module provides a multidisciplinary approach to managerial and organization economics, with a special focus on accounting information and the internal organization of firms. After a general introduction to organizational architecture as a management device, the course topics relate to allocating tasks within organizations, rewarding managerial performance, and measuring managerial performance.
Objectives
Students learn how to apply the concepts learned in the lecture to real-life problems in organizations. Students analyze case studies involving real firms and research papers in teams and learn how to present, critically reflect and discuss their findings. In addition to the written exam accompanying the lecture, the colloquium focuses on presentation and communication skills. In the case studies, students take on the role of real managers and learn how to analyze critical situations and develop and implement solutions to the problems evolved.

Literature
Case studies and research papers are distributed in class
B434 Managerial Accounting: Control Systems, Top Executives, and Ethics

ECTS-Credits: 6
Workload Hours: Contact Hours: 60, Independent Study: 120
Duration: 1 Semester
Cycle: generally: WS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), Practice Course (2 SWS)/ Oral participation, Discussion, Independent study
PhD-oriented: yes
Method of Assessment: Written Exam (60 minutes)
Prerequisite for: ---
Prerequisites: ---
Registration: No registration required.
Limited Attendance: ---
Person Responsible: Prof. Dr. Patrick Kampkötter
Lecturer: Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following master programs:

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<td>Management &amp; Economics</td>
<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>

Content

This module provides a multidisciplinary approach to the concepts of management and control, top executive compensation and ethics in accounting. In detail, the module covers issues such as the design and evaluation of management control systems, fundamental issues on top management incentives and characteristics (compensation, pay-for-performance sensitivity, leadership styles, careers, etc.). Furthermore, the module introduces good corporate governance with a specific focus on the role of controllers and auditors and ethical dilemmas such as the manipulation of key performance indicators, gaming incentive systems, organizational misbehavior and management fraud.
Objectives

Students learn how to use management control systems for operating an organization and how to critically assess the interdependencies between control systems, executive compensation and corporate governance and apply this to real-life problems. The goal of the course is to develop a rigorous framework and to apply this to ethical dilemmas that can be observed in real-word firms. Students also improve their analytical and discussion skills with respect to scientific papers.

Literature

Will be provided in class.
B435 Academic Writing in Managerial Accounting

ECTS-Credits 3
Workload Hours Contact Hours: 15 Independent Study: 75
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning Methods Colloquium (1 SWS)/ Oral participation, Group discussion
blocked yes
PhD-oriented no
Method of Assessment Written projekt work
Prerequisite for B530
Prerequisites ---
Registration Participation is mandatory for students who write their master thesis at the Department of Managerial Accounting
Limited Attendance ---
Person Responsible Prof. Dr. Patrick Kampkötter
Lecturer Prof. Dr. Patrick Kampkötter

This module can be taken as part of the following master programs:

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</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Wahlbereich</td>
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</table>

Content

The module provides an overview on topics relevant for the process of writing a master thesis. During the course, the following topics are discussed in more detail: finding a relevant topic, literature search, academic writing and referencing, and academic presentations.

Objectives

Students learn and get acquainted with rules and procedures of academic writing and receive hints for the preparation and presentation of the master thesis. They are able to develop and create a structured thesis, can identify and analyze potential weaknesses and are able to tackle those challenges in their own work.

Literature

**B440 Personnel Economics**

**ECTS-Credits** 9

**Workload Hours**
- Contact Hours: 75
- Independent Study: 195

**Duration** 1 Semester

**Cycle** generally: WS; not in WS 2017/18, but instead in SS 2018

**Language** English

**Course Type / Learning Methods**
- Lecture (3 SWS), Practice Course (2 SWS)
- Discussion, Oral participation, Groupwork

**PhD-oriented** no

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** B441, B540, B544

**Registration** No registration required.

**Limited Attendance** ---

**Person Responsible** Prof. Dr. Kerstin Pull

**Lecturer** Prof. Dr. Kerstin Pull, Julian Nüßle, M.Sc.

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**This module can be taken as part of the following master programs:**

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<tr>
<th>Master Program</th>
<th>Studies</th>
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<tbody>
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**Content**

This module analyzes HRM from an economics perspective, i.e. HR is regarded as a potential driving force of firm performance. A personnel economics approach on HRM complements other, e.g., sociological or psychological approaches that students might be familiar with. In the course, we analyze different HR functions (e.g., recruitment, training, compensation & benefits, promotion, dismissal) and focus on problems associated with informational asymmetries and how these might be solved. Methodologically, the course is based on formal theoretical models as well as on quantitative empirical studies.
Objectives

Students are introduced to the principles of personnel economics and will develop a strategic way of thinking about HRM and its contribution to organizational performance. With much of the literature offering “recipe-like” best practices, the goal in this course is to develop a more rigorous framework for the analysis of strategic (rather than operative) questions in the context of HRM.

Literature

B441 Comparative Employment Relations

**ECTS-Credits** 6
**Workload Hours** Contact Hours: 30  Independent Study: 150
**Duration** 1 Semester
**Cycle** generally: SS, not offered in SS 2018
**Language** English
**Course Type / Learning Methods** Lecture (2 SWS)/ presentations
**blocked** no
**PhD-oriented** no
**Method of Assessment** Written Exam (60 minutes)
**Prerequisite for** ---
**Prerequisites** ---
**Registration** Registration for presentations via ILIAS: details are given in the first lecture.
**Limited Attendance** ---
**Person Responsible** Prof. Dr. Kerstin Pull
**Lecturer** Prof. Dr. Kerstin Pull

This module can be taken as part of the following master programs:

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**Content**

The module covers different topics in employment relations from a comparative perspective. Among others, it is analyzed how different national institutions (e.g. minimum wages, employment protection legislation, collective bargaining institutions or education systems) affect the behavior of workers and firms in imperfect labor markets. Further, the course also covers cultural differences and how these affect the HR practices of national and multinational firms.

Please note: Students who already passed the formerly offered equivalent German module "Internationales und internationales vergleichendes Personalmanagement" cannot obtain ECTS-Credits for this module.
Objectives

Students learn how institutional and cultural differences affect employment relations and how these effects are analyzed theoretically and empirically. Within their own presentations, students look into specific institutional and cultural contexts and present their insights to their fellow-students.

Literature

ECTS-Credits 9
Workload Hours Contact Hours: 60 Independent Study: 210
Duration 1 Semester
Cycle generally: SS
Language English
Course Type / Learning Methods Lecture (2 SWS), Practice Course (2 SWS)/ participation, group discussion, self-study
blocked no
PhD-oriented no
Method of Assessment One assessment (portfolio), built up of an exam (60 minutes, 80% of final grade) and a case study (20% of final grade)
Prerequisite for ---
Prerequisites ---
Registration No registration.
Limited Attendance ---
Person Responsible Prof. Dr. Martin Ruf
Lecturer Prof. Dr. Martin Ruf

This module can be taken as part of the following master programs:

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<tr>
<td>European Management/</td>
<td>CompulsoryStudies Focus International Business Taxation</td>
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<tr>
<td>General Management/</td>
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</table>

Content

This module focuses on the effects of taxation on essential corporate decisions, namely, investment, financing, acquisitions or the choice of the appropriate legal form. Since specific tax law is not the main part of this approach, the course can be chosen even by students without an in-depth knowledge in tax law. Nonetheless, it provides a broad framework for understanding how taxation affects corporate decision-making. No prerequisites are required. However, students should have a general knowledge on business and economics as taught in a Business or Economics Bachelor degree. Specifically, students should be familiar with net present value calculations.
**Objectives**

Students will be able to assess the enormous impact that changes in transaction structure have on after-tax cash flows and to integrate tax strategies into the bigger picture of corporate decision making. They will develop a significant understanding of the competitive advantage of certain tax strategies for corporations. As a side effect, students will be faced with basic tax law principles and, thereby, will broaden their knowledge about legal issues.

**Literature**

**B450b Taxes and Business Strategy for Exchange Students**

| ECTS-Credits | 9 |
| Workload Hours | Contact Hours: 60 | Independent Study: 210 |
| Duration | 1 Semester |
| Cycle | generally: SS |
| Language | English |
| Course Type / Learning Methods | Lecture (2 SWS), Practice Course (2 SWS)/ participation, group discussion, self-study |
| blocked | no |
| PhD-oriented | no |
| Method of Assessment | One assessment (portfolio), built up of an exam (60 minutes, 80% of final grade) and a case study (20% of final grade) |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | No registration. |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Martin Ruf |
| Lecturer | Prof. Dr. Martin Ruf |

**This module can be taken as part of the following master programs:**

| Accounting and Finance | --- |
| Economics | --- |
| Economics and Finance | --- |
| European Economics | --- |
| European Management/ General Management/ International Business | --- |
| International Economics | --- |
| Management & Economics | --- |

**Content**

This module focuses on the effects of taxation on essential corporate decisions, namely, investment, financing, acquisitions or the choice of the appropriate legal form. Since specific tax law is not the main part of this approach, the course can be chosen even by students without an in-depth knowledge in tax law. Nonetheless, it provides a broad framework for understanding how taxation affects corporate decision-making. No specific prerequisites are required. However, students should have a general knowledge on business and economics as taught in a Business or Economics Bachelor degree. Specifically, students should be familiar with net present value calculations. This module is for exchange students only.
**ECTS-Credits**  
9

**Workload Hours**  
Contact Hours: 30  
Independent Study: 240

**Duration**  
s1 Semester

**Cycle**  
generally: SS, as an exception WS 17/18

**Language**  
English

**Course Type / Learning Methods**  
Colloquium (2 SWS)/ Participation, group discussion, self-study

**PhD-oriented**  
yes

**Method of Assessment**  
To reach the objectives of the course, two assessments must be passed.  
Replication of a well publicated research paper (75%) and presentation (25%).

**Prerequisite for**  
---

**Prerequisites**  
---

**Registration**  
Keine Anmeldung erforderlich.

**Limited Attendance**  
10

**Person Responsible**  
Prof. Dr. Martin Ruf

**Lecturer**  
Michael Riedle, M.Sc.

**This module can be taken as part of the following master programs:**

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</table>

**Content**

This module provides an opportunity to study and discuss current topics in international business taxation research.
**Objectives**

Students should gain knowledge on the current research topics in international business taxation such as the local decision, the investment decision and international debt shifting. Students should achieve a basic understanding of the research methodologies currently applied in research on international business taxation. Students will present a published research paper in class as well as replicate its results using data available at the department.

**Literature**

Christopher F. Baum (2006); An introduction to modern econometrics using Stata. College Station, Tex: Stata Press.
B460 Leadership, Strategic HRM & Organisation

| ECTS-Credits | 6 |
| Workload Hours | Contact Hours: 30  Independent Study: 150 |
| Duration | 1 Semester |
| Cycle | generally: WS |
| Language | English |
| Course Type / Learning Methods | Lecture + Tutorial (2 SWS)/ Oral participation, Literature Studies |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | No registration required. |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Philip Yang |
| Lecturer | Prof. Dr. Philip Yang |

This module can be taken as part of the following master programs:

| Accounting and Finance | --- |
| Economics | Elective Studies Focus Elective Studies |
| Economics and Finance | Elective Studies Focus Elective Studies |
| European Economics | --- |
| European Management/ General Management/ International Business | Specialization Studies Focus HRM and Organization, Elective Studies |
| International Economics | Elective Studies Focus Elective Studies |
| Management & Economics | Specialization Studies, Elective Studies |

Content

This module aims at improving the understanding of contemporary research in the field of strategic HRM, leadership and organization. Equally, theoretical and empirical advancements in literature are discussed in detail with a strong emphasis on behavioral aspects.

Objectives

The students are familiar with recent theoretical and empirical literature in the field of strategic HRM, leadership and organization. Further, they improve their skills with respect to understanding scientific research papers in the area of economics and management.

Literature

Research papers (e.g. Academy of Management series, American Economic Review, Organizational Science, Leadership Quarterly, Strategic Management Journal, Management Science)
This interactive module starts with a brief introduction on causal inference and econometrics in the context of research on human resources, leadership and organizations. In the main part, the students have to clean existing datasets (e.g. IAB, CPS, GSOEP, Company data) to answer a self-elaborated research questions. The research questions should address one of the many areas of human resource management, leadership, or organizational behaviour.
Objectives

The students are able to formulate an own research question in the abovementioned fields. Further, they are capable to use datasets to answer these questions empirically. Hereby, they follow a typical scientific approach that starts with the formulation of a question, presenting it in front of an audience, searching and cleaning adequate datasets and finally using sophisticated econometric methods to answer the questions.

Literature

Cameron, A. C. & Trivedi, P. K. (2009), Microeconometries Using Stata, Cambridge University Press.
Research papers (e.g. Academy of Management series, American Economic Review, Organizational Science, Management Science)
### B463 Strategy & Innovation

**ECTS-Credits**
9

**Workload Hours**
Contact Hours: 90  
Independent Study: 180

**Duration**
1 Semester

**Cycle**
generally: WS

**Language**
English

**Course Type / Learning Methods**
Lecture (2 SWS), Seminar (2 SWS)/ Oral participation, Group discussion, Independent study

**Method of Assessment**
In-class participation (graded),  
Short tests (ungraded),  
Prep notes for class (ungraded)

**PhD-oriented**
no

**Prerequisite for**
---

**Prerequisites**
sign up on ILIAS platform on a first come first served basis

**Registration**
sign up on ILIAS platform on a first come first served basis

**Limited Attendance**
30

**Person Responsible**
Prof. Dr. Theresa Veer

**Lecturer**
Prof. Dr. Theresa Veer

### This module can be taken as part of the following master programs:

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<tr>
<th>Master Program</th>
<th>Elective Studies focus</th>
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</thead>
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<td>Elective Studies Focus Elective Studies</td>
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<td>Economics and Finance</td>
<td>Elective Studies Focus Elective Studies</td>
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<tr>
<td>European Economics</td>
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</tr>
<tr>
<td>European Management/ General Management/ International Business</td>
<td>Specialization Studies Focus Industrial Organizations, Specialization Studies Focus Marketing, Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>

### Content

This module looks at firms’ strategies particularly from an innovation viewpoint, including aspects evolving around R&D, corporate entrepreneurship, IP management, IP strategy, industry lifecycles, industry evolution, etc. It also deepens students’ knowledge on the very basics of strategy analysis, development, and implementation.

In the case study seminar the lecture’s content will be applied to case studies.
Objectives

The module’s primary goal is to enable students to reflect on and analyze the factors that affect organizations’ long-term economic performance based on commonly used tools and frameworks to make recommendations to organization on how they can improve their long-run performance. The course highlights and emphasizes the appliance of learned tools and frameworks, so as to enable the students to:

- Evaluate the structure of firms’ external environments and analyze how these affect expected long-run industry performance
- Evaluate firm-level resources and capabilities
- Develop suitable and superior strategies at the business-unit and corporate levels
- Assess how social, technological, political, and economic factors and forces can influence and determine the necessity for strategic (re-)positioning
- Comprehend, analyze, and manage the complex ethical and social issues organizations face as they develop and implement their strategies

Discuss their analyses within the class; react to and incorporate new ideas, feedback, and critique

Literature

For the lecture:
Contemporary Strategy Analysis, Robert M. Grant; Ninth Edition
Additional reading material will be made available online on the ILIAS Platform

For the practice course:
Case study material will be made available on the ILIAS Platform as will additional readings.
**B464 Empirical Studies on Strategic Venture Capital**

**ECTS-Credits** 6

**Workload Hours** Contact Hours: 45  Independent Study: 135

**Duration** 1 Semester

**Cycle** generally: SS

**Language** English

**Course Type / Learning Methods** Colloquium (3 SWS)/ Discussion, Oral participation, Groupwork

**blocked** yes

**PhD-oriented** yes

**Method of Assessment** Presentation, Assignment

**Prerequisite for** ---

**Prerequisites** ---

**Registration** On the first course date.

**Limited Attendance** 20

**Person Responsible** Prof. Dr. Jan Riepe & Prof. Dr. Veer

**Lecturer** Prof. Dr. Jan Riepe & Prof. Dr. Veer

This module can be taken as part of the following master programs:

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<td>European Management/General Management/International Business</td>
<td>Compulsory Studies Focus Banking, Specialization Studies Focus Banking, Specialization Studies Focus Finance, Elective Studies</td>
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**Content**

The module gives an overview of important topics in the empirical Venture Capital literature. Furthermore, students will have to replicate current studies with new data using STATA or a similar software.
Objectives

The module is intended to give the students a broad overview concerning the relevant questions in the VC literature and to convey the basic principles of writing research oriented essays. Hence, the learning objectives are two-fold.

1. Content oriented objectives: After having attended the course students should
   a. Be able to describe the current state of research in the area of venture capital, corporate venture capital and their strategic as well as financial aspects.
   b. Be able to differentiate different means of entrepreneurial finance.
   c. Know the current literature, ideas, topics, theories, open questions in this area.
   d. Be familiar with the current data (e.g., crunchbase, firm-level public and private data)
2. Competence oriented objectives: After having attended the course students should be able to
   a. Compile a convincing research essay
   b. Run basic analyses on quantitative data
   c. Read and comprehend research articles
   d. Find, evaluate and use published research
   e. Formulate a research question
   f. Use existing theory and build upon it.

Literature

Will be uploaded on ILIAS. It includes, but is not limited to:
B470 Options and Futures

ECTS-Credits: 9
Workload Hours: Contact Hours: 75  Independent Study: 195
Duration: 1 Semester
Cycle: generally: WS
Language: English
Course Type / Learning Methods: Lecture (3 SWS), Practice Course (2 SWS)/ Participation, Self-study
blocked: no
PhD-oriented: no
Method of Assessment: Written Exam (120 minutes, 100%), alternatively Oral Exam (30 minutes) for M.Sc. European Management students
Prerequisite for: B472, B473, B570
Registration: No registration required.
Limited Attendance: ---
Person Responsible: Prof. Dr.-Ing. Rainer Schöbel
Lecturer: N.N.

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Content

This module provides an introduction to options and futures markets. Topics include a market overview, arbitrage bounds, put-call-parity, binomial option pricing, and the Black-Scholes-Merton model. It discusses strategies like cash-and-carry arbitrage, hedging with futures and options, stop-loss-start-gain paradox, portfolio insurance among others. The module concentrates on the understanding of analytical techniques, rather than institutional details.
Objectives

By the end of the module successful students will be able to:
- understand the differences between forwards and futures
- know arbitrage bounds and parity relationships for options
- use the binomial model as well as the Black-Scholes-Merton formulas
- apply the most common hedging techniques using options or futures
- understand important concepts like implied volatility and implied probabilities
- notice and handle the inherent model risk of dynamic strategies correctly.

Literature

**ECTS-Credits** 9
**Workload Hours** Contact Hours: 60 Independent Study: 210
**Duration** 1 Semester
**Cycle** generally: SS
**Language** English
**Course Type / Learning Methods** Lecture (2 SWS), Practice Course (2 SWS)/ oral participation, independent case study research, presentation, literature study
**blocked** no
**PhD-oriented** no
**Method of Assessment** Portfolio: Written Exam (90 minutes, 66.67 %), Term paper (33.33 %)
**Prerequisite for** ---
**Prerequisites** course registration (see department website for further information)
**Registration** Application periods and modalities will be announced on the website of the Department of International Business
**Limited Attendance** ---
**Person Responsible** Prof. Dr. Markus Pudelko
**Lecturer** Prof. Dr. Markus Pudelko

This module can be taken as part of the following master programs:

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**Content**

The module will cover, among others, the following issues:
- how national culture influences the perceptions and practices of management
- how national culture influences the major business systems in the world
- how to communicate and negotiate across cultures
- how to co-operate in an international strategic alliance
- how to co-ordinate the integration process of international mergers & acquisitions
- how to deal with the specific problems related to expatriation.

This module yields more ECTS credits than the previous one as the time in class has been increased by 14 hours.
**Objectives**

This module responds in particular to the increasing need of future managers, working in an international environment, to acquire essential cross-cultural skills and competencies which often seem to be missing, even in the management of multinational companies. It is believed that a better understanding of these issues will assist future managers in dealing with cross-cultural problems. As the core module in International Business on the Masters level, the module is designed for students to individually learn important theories in Cross-Cultural Management and to be able to reproduce them (in a written exam) as well as to collectively investigate through applied cross-cultural team work in assigned groups a more specific topic within Cross-Cultural Management in more detail.

**Literature**

will be distributed
### B493A Doing Business in China

**ECTS-Credits** 3

**Workload Hours**
- Contact Hours: 15
- Independent Study: 75

**Duration** 1 Semester

**Cycle** generally: SS

**Language** English

**Course Type / Learning Methods**
- Seminar (1 SWS)/ Discussion, Oral participation, Independent study, Literature study

**blocked** yes

**PhD-oriented** no

**Method of Assessment** Written Exam (60 minutes)

**Prerequisite for** ---

**Prerequisites** course registration (see department website for further information)

**Registration** The application period and modalities will be announced on the website of the Department of International Business.

**Limited Attendance** 20

**Person Responsible** Prof. Dr. Markus Pudelko

**Lecturer** Philipp Werner

---

**This module can be taken as part of the following master programs:**

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</table>

**Content**

The module will cover, among others, the following issues:
- Perception of the self and of the other
- The Chinese Economy and Culture
- Building trust and relationships with business partners and colleagues
- Business etiquette
- Meaning and effects of direct and indirect communication styles
- Successful conflict management; Leadership and knowledge transfer
- Business negotiations; Case studies, movie clips and role plays
Objectives

While students will obtain a sound understanding of China’s economic, social, political and cultural conditions and their influence on management issues, this course particularly enables them to identify and explain the challenges and opportunities associated with cross-cultural management in China. They will develop an understanding of China’s cultural values and discuss their influence on management activities, which will enhance the ability to effectively communicate, interact and behave in a Chinese business environment. The course will be supplemented by group assignments, case studies, movie clips and role plays.

Literature

to be announced
The course introduces the characteristics of Japan as a place of business and the main aspects of Japanese management. It starts with a theoretical introduction on culture and its relevance for managing in Asian countries. After this an overview of the modern Japanese business environment is given. Major points of discussion are the most prominent aspects of Japanese management, such as production management, distribution as well as human resource and knowledge management within Japanese corporations. The courses closes with a mini workshop on who to negotiate with Japanese business partners.
Objectives

Japan remains one of the most powerful and dynamic economies of the world. The country’s economic catch-up and over-taking in key industries – within an exceptionally short time span the Japanese economy managed to bridge the gap between a quasi developing country to a leading industrialised nation – has evoked a wide spectrum of reactions. Awe, assumptions of conspiracy or even economic warfare. Regardless of the juxtaposing notions of “learning from Japan” or “confronting Japan” the common denominator is the need to understand the structure and factors of its economic rise.

In the wake of the collapse of the speculative financial bubble Japan has witnessed the longest recession period in the post-war era. "The lost decade" has replaced the "Japan as No1" syndrome and until recently the image has been that of a tumbling giant rather than that of vibrant economy. The Japanese economy is, however, on its way to recovery.

Economic indicators suggest nothing less than successful reforms and revival. Amid rapid internationalisation and the prognosticated advent of a new global system, the Japanese economy once more underlines its flexibility to adjust to new challenges. It is the juncture of continuity and change of the economic system at which this module is situated. Knowledge about Japan is essential to make informed corporate decisions. In taking a fresh look at the structural characteristics and recent developments, the module will equip students with the awareness and understanding of current opportunities and challenges posed by the world’s third largest economy.

On completion of this module, students will have:

- acquired broad factual knowledge concerning the economic practices and institutions of Japan;
- examined Japan’s integration with the world economy;
- estimated structural characteristics, inherent problems and current reform efforts of the Japanese business environment.

Literature

B493C Doing Business in India

ECTS-Credits: 3
Workload Hours: Contact Hours: 15 Independent Study: 75
Duration: 1 Semester
Cycle: generally: SS
Language: English
Course Type / Learning Methods: Seminar (1 SWS)/ Discussion, Oral participation, Independent study, Literature study
PhD-oriented: no
Method of Assessment: Written Exam (60 minutes)

Prerequisite for:
Prerequisites: course registration (see department website for further information)
Registration: The application period and modalities will be announced on the website of the Department of International Business.

Limited Attendance: 20
Person Responsible: Prof. Dr. Markus Pudelko
Lecturer: Dr. Sujata Banerjee

This module can be taken as part of the following master programs:

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</tbody>
</table>

Content

The module will cover, among others, the following issues:
- Perception of self and of other
- The interplay between cultures and identity
- Indian history, political system and economy
- India as a hybrid culture and as an multicultural environment
- Indian religions, castes and ethnic groups and their impact on business
- Communication styles and how to adapt own communication style to India
- How to manage conflict in India; Indian perspectives on good leadership
- Successful team-work and knowledge-transfer: face-to-face and virtual
- Means of teaching: group-assignments (case studies, critical incidents), intercultural simulations, role-plays and intercultural interactions
Objectives

Students gain an in-depth understanding of Indian culture in business. Upon completion of this module, they will be able to analyze their own cultures and identify appropriate behavioral strategies when cooperating with Indian business partners. As a result, they will be able to interact successfully with Indian business partners in different contexts, e.g. conduct negotiations, participate in team-work, achieve knowledge-transfer, manage conflicts and engage in leader-member exchange. Teaching is based on an experiential and problem-based approach to intercultural learning. Students experience intercultural interaction holistically, thereby developing intercultural competency on the cognitive, behavioral and affective levels.

Literature

to be announced
B493D Doing Business in Africa

| ECTS-Credits | 3 |
| Workload Hours | Contact Hours: 15  | Independent Study: 75 |
| Duration | 1 Semester |
| Cycle | generally: WS |
| Language | English |
| Course Type / Learning | Seminar (1 SWS)/ Discussion, Oral participation, Independent study, Literature study |
| Methods | blocked yes |
| PhD-oriented | no |
| Method of Assessment | Presentation, Group Assignment |
| Prerequisite for | --- |
| Prerequisites | course registration (see department website for further information) |
| Registration | The application period and modalities will be announced on the website of the Department of International Business. |
| Limited Attendance | 20 |
| Person Responsible | Prof. Dr. Markus Pudelko |
| Lecturer | Prof. Dr. Markus Pudelko and guest lecturers |

This module can be taken as part of the following master programs:

| Accounting and Finance | --- |
| Economics | Elective Studies Focus Elective Studies |
| Economics and Finance | Elective Studies Focus Elective Studies |
| European Economics | --- |
| European Management/ General Management/ International Business | Specialization Studies Focus International Business, Elective Studies |
| International Economics | Elective Studies Focus Elective Studies |
| Management & Economics | Elective Studies |

Content

The content of this module relates to two areas: First, the business system of sub-Saharan Africa will be explored. In line with the general specialization of the Department of International Business, a specific focus will be put on the cultural context. Second, the module provides information on how the West interacts with Africa, in terms of business contacts but also humanitarian assistance. Regarding business contacts, the course analyzes how Western, in particular German, companies entry African markets and what they should do to become more successful in doing so. With regards to humanitarian assistance the module goes beyond the activity of profit-oriented companies and explores how an NGO works in sub-Saharan Africa.
Objectives

This module will enable students to describe the basics of the African business system and to explain the characteristics of African management. Upon completion of this module, they will be able to interpret how the economic situation in sub-Saharan Africa is in flux and recognize the role outside forces, such as the West but also China, play in this. In addition, students will be able to identify the opportunities Africa provides for Western, in particular German companies, and to assess what these companies should do in order to make use of them.

Literature

to be announced
Doing Business in Korea

**ECTS-Credits**  
3

**Workload Hours**  
Contact Hours: 15  
Independent Study: 75

**Duration**  
1 Semester

**Cycle**  
generally: SS

**Language**  
English

**Course Type / Learning Methods**  
Seminar (1 SWS)/ Discussion, Oral participation, Independent study, Literature study

**blocked**  
yes

**PhD-oriented**  
no

**Method of Assessment**  
Written Exam (60 minutes)

**Prerequisite for**  
---

**Prerequisites**  
course registration (see department website for further information)

**Registration**  
The application period and modalities will be announced on the website of the Department of International Business.

**Limited Attendance**  
20

**Person Responsible**  
Prof. Dr. Markus Pudelko

**Lecturer**  
Prof. Dr. Dr. Fabian Jintae Froese

This module can be taken as part of the following master programs:

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**Content**

The module will cover, among others, the following issues:
1. Economic, political, and cultural environment in Korea
2. Entering the South Korean market
3. Adapting marketing strategies to the country
4. Managing cross-cultural cooperation with Korean partners
Objectives

Upon completion of this module, students will be able to describe the economic, political, and cultural environment that influences business in South Korea. They will understand the prerequisites for successfully doing business in the country and can translate theory from the cross-cultural management literature into practice. This learning process is supported by contemporary case studies.

Literature

*A detailed reading list will be provided in the syllabus.
B496 Seminar on Applied Research in International Business for M.Sc.

ECTS-Credits: 6

Workload Hours: Contact Hours: 20 Independent Study: 160

Duration: 1 Semester

Cycle: generally: WS, SS

Language: English

Course Type / Learning Methods: Seminar (1 SWS)/ Discussion, Oral participation, Independent research

blocked: yes

PhD-oriented: no

Method of Assessment: Interviews

Prerequisite for: ---

Prerequisites: B497 Introduction into Research Methodology for M.Sc.

Registration: The application period and modalities will be announced on the website of the Department of International Business.

Person Responsible: Prof. Dr. Markus Pudelko

Lecturer: Cristina Popescu

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Content

In this module, students can obtain deep insight into research on the role of bicultural individuals in multinational corporations. In terms of methods, the compact sessions will show how to generate data by means of semi-structured interviews and how to transcribe and code the data (by means of the softwares F4 and ATLAS.ti). With regards to content, the module will introduce the students into the topic of bicultural individuals in multinational corporations. After having set this basis, students will conduct interviews by themselves in order to apply the previously gained theoretical knowledge on generating and analyzing the data in real projects. Students will write a term paper that reports their research activities and their findings of the interviews.
Objectives

After having participated in this module, students should be able to
- apply qualitative methods in management research
- conduct, transcribe and code interviews

Literature

B497 Introduction into Research Methodology for M.Sc.

ECTS-Credits 3
Workload Hours Contact Hours: 15 Independent Study: 75
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning Methods Seminar (1 SWS)/ Oral participation, Group exercises, Independent study
blocked yes
PhD-oriented no
Method of Assessment Written Exam (60 minutes)
Prerequisite for ---
Prerequisites ---
Registration The application period and modalities will be announced on the website of the Department of International Business. Please apply for this module between September 28th and October 11th, 2017. The application modalities will be announced on the website of the Department of International Business.

Limited Attendance This module is limited to
- students writing their Master thesis at the Department of International Business,
- M.Sc. in International Business students planning to apply for a Master thesis at the Department during their year abroad,
- M.Sc. students participating in the Seminar on Applied Research in International Business (B496),
- and M.Sc. students who plan to participate in the Master Seminar in International Business (B590).

Person Responsible Prof. Dr. Markus Pudelko
Lecturer Dr. Helene Tenzer

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Elective Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance</td>
<td>---</td>
</tr>
<tr>
<td>Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
<td>---</td>
</tr>
<tr>
<td>European Management/General Management/International Business</td>
<td>Specialization Studies Focus International Business, Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
</tr>
</tbody>
</table>
Content

Students writing their Master thesis at the Department of International Business will be given advice on how to formulate a viable research problem and select an appropriate research design for their specific studies. Several methods of data collection are introduced, validity, reliability and sampling issues are discussed and efficient ways to process and display data are presented. Questions regarding the style and structure of scientific papers will also be covered.

Objectives

This module is designed to equip students with the prerequisites for writing a Master thesis or term paper at the Department of International Business. During the course, they will understand the empirical research process step by step and recognize which quality criteria apply to different research designs. They will be able to analyze and critically assess the methodology of published studies and to recognize current research gaps. On this basis, they can start developing their own empirical or conceptual research project for the Master thesis.

Literature

### Content

The covered topics concern modern financial challenges in terms of financing decisions, pricing of complex claims or asset management strategies.

### Objectives

Participating students will obtain in-depth knowledge of a special topic by carrying out individual analyses and writing a thesis. The ability to critically evaluate these findings is enhanced by presentations in class.

### Literature

B511 Seminar on Banking (Master Seminar)  

ECTS-Credits: 6

Workload Hours: Contact Hours: 30  Independent Study: 150

Duration: 1 Semester

Cycle: generally: WS

Language: English

Course Type / Learning Methods: Seminar (2 SWS) / discussion, presentation, oral participation, independent study, literature study

blocked: yes

PhD-oriented: no

Method of Assessment: Portfolio: Term Paper (75%), Presentation (25%)

Prerequisite for: ---

Prerequisites: ---

Registration: Via Chair website.

Limited Attendance: ---

Person Responsible: Prof. Ted Azarmi, PhD

Lecturer: Prof. Ted Azarmi, PhD, and Markus Merz, M.Sc.

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Studies Focus</th>
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<tbody>
<tr>
<td>Accounting and Finance</td>
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<td>Focus Elective Studies</td>
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<tr>
<td>European Economics</td>
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</tr>
<tr>
<td>European Management/</td>
<td>Specialization Studies</td>
</tr>
<tr>
<td>General Management/</td>
<td>Focus Banking, Elective Studies</td>
</tr>
<tr>
<td>International Business</td>
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<tr>
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<td>Elective Studies</td>
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<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>

Content

This seminar covers tools, theory, and practice focusing on knowledge management system development for investment research, company Analysis, and value investing. It takes the CFA company research approach and in so doing complements the CFA preparation courses offered at Tuebingen. The seminar relies on the Harvard Business School (HBS) case studies and lecture notes. It also uses academic studies from the Journal of Financial Economics, the Journal of Finance and the Review of Financial Studies. In addition, practical tools as currently used for company analysis and investment research and value investing is covered.
Objectives

Students who passed this course are able to conduct investment research and company analysis. For strategic management consulting, they know how to value investments and investment banking and how to teach and research that focuses on these industries. Students are able to
1) use the theory related to the investment research, company analysis, and value investing from first-rate scholarly literature in finance
2) produce and efficiently use a knowledge management system
3) use a bulletin-board on internet for sharing job search process, application, interview, and internship experiences
4) develop communication tools relevant to practitioners and academics in these fields by presenting their research results
5) achieve a practical business MBA-type education that is results-oriented and focuses on financial success in business.

Literature

For the reading list please refer to the course board at www.azarmi.org
B519 Topics in Managerial Economics (ehemals Research Colloquium in Managerial Economics)

ECTS-Credits: 6

Workload Hours:
- Contact Hours: 30
- Independent Study: 150

Duration: 1 Semester

Cycle: generally: SS

Language: English

Course Type / Learning Methods:
- Colloquium (2 SWS)/ Discussion, Oral participation, Literature study

blocked: yes

PhD-oriented: yes

Method of Assessment:
- Portfolio: Main presentation (75%), Co-presentation (25%)

Prerequisite for ---

Prerequisites ---

Registration:
Details about the registration procedure will be announced via the chair websites.

Limited Attendance: 20; This course is primarily oriented towards students of the M.Sc. in Management & Economics. Students of other programs can only apply if there are spots available after all applications from students of the M.Sc. in Management & Economics have been considered.

Person Responsible:
Prof. Dr. Patrick Kampkötter, Prof. Dr. Werner Neus, Prof. Dr. Kerstin Pull, Prof. Dr. Manfred Stadler

Lecturer:
Prof. Dr. Patrick Kampkötter, Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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<td>Elective Studies</td>
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<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>PhD-oriented Seminar, Elective Studies</td>
</tr>
</tbody>
</table>

Content:
The module deals with current research topics in management and economics.
Objectives

Students are enabled to formulate a research question independently and can understand and question how to write a research paper. They can apply research and scientific writing skills evaluate their own term paper. Students are able to critically assess and reflect the current state of research in management and economics. They develop methodological competencies, both in formal theory as well as applied econometrics. Due to the presentation of their own and a fellow student’s paper, they acquire presentation, communication and discussion skills and further improve their analytical skills.

Literature

will be announced
**ECTS-Credits**
9

**Workload Hours**
Contact Hours: 30  Independent Study: 240

**Duration**
1 Semester

**Cycle**
generally: SS

**Language**
English

**Course Type / Learning Methods**
Seminar (2 SWS)/ Discussion, Oral participation, Independent study, Literature study

**blocked**
yes

**PhD-oriented**
yes

**Method of Assessment**
Portfolio: Term paper (50%), Presentation (50%)

**Prerequisite for**
---

**Prerequisites**
---

**Registration**
Please register in ILIAS. Further details are available at www.uni-tuebingen.de/wiwi/marketing.

**Limited Attendance**
12

**Person Responsible**
Prof. Dr. Dominik Papies

**Lecturer**
Prof. Dr. Dominik Papies

**This module can be taken as part of the following master programs:**

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
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<tbody>
<tr>
<td><strong>Economics</strong></td>
<td>Elective Studies Focus Elective Studies</td>
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<td>Elective Studies Focus Elective Studies</td>
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<td><strong>European Economics</strong></td>
<td>---</td>
</tr>
<tr>
<td><strong>European Management/ General Management/ International Business</strong></td>
<td>Specialization Studies Focus Marketing, Elective Studies</td>
</tr>
<tr>
<td><strong>International Economics</strong></td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td><strong>Management &amp; Economics</strong></td>
<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>

**Content**

This module will cover advanced topics from Marketing. Training of analytic and presentation skills will complement this class.
Objectives

Students know how to formulate marketing research question and address and analyze the research question in an academic thesis. Students will be able to present the research question and their analysis to an academic audience.

Literature

to be announced

Please take notice of dates and registration periods announced online at www.uni-tuebingen.de/wiwi/marketing.
**B521 Marketing Models**

**ECTS-Credits** 9  
**Workload Hours**  
Contact Hours: 30  
Independent Study: 240  
**Duration** 1 Semester  
**Cycle** At irregular intervals  
**Language** English  
**Course Type / Learning Methods**  
Lecture (1 SWS), Practice Course (1 SWS)/ Discussion, Oral participation, Independent study, Literature study  
**PhD-oriented** yes  
**Method of Assessment** Assignment  
**Prerequisite for** ---  
**Prerequisites** ---  
**Registration** Please register in ILIAS. Further details are available at www.uni-tuebingen.de/wiwi/marketing.  
**Limited Attendance** 12  
**Person Responsible** Prof. Dr. Dominik Papies  
**Lecturer** Prof. Dr. Dominik Papies

**This module can be taken as part of the following master programs:**

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Focus Studies</th>
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</thead>
<tbody>
<tr>
<td>Accounting and Finance</td>
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</tr>
<tr>
<td>Economics</td>
<td>Elective Studies Focus</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus</td>
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<td>Specialization Studies Focus</td>
</tr>
<tr>
<td>General Management/</td>
<td>Marketing, Elective Studies</td>
</tr>
<tr>
<td>International Business</td>
<td></td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
</tr>
</tbody>
</table>

**Content**

This module will cover advanced topics on Marketing Models. Students will read key papers on the specification and estimation of marketing models and appropriate tools of identification with a special focus on marketing models. Students will estimate marketing models and present the results of their estimation in class.
Objectives

After successful participation students will know relevant papers on marketing models, will be aware of different data collection methods, will know approaches how to model consumer behavior, and will be able to implement the estimation using statistical software (e.g., Stata, R).

Literature

B530 Master Seminar in Managerial Accounting

**ECTS-Credits** 9

**Workload Hours**
- Contact Hours: 30
- Independent Study: 240

**Duration** 1 Semester

**Cycle**
- generally: WS

**Language** English

**Course Type / Learning Methods**
- Seminar (2 SWS)/ Discussion, Oral participation, Independent study,
  Literature study, Discussion of fellow student's paper

**Prerequisite for** ---

**Prerequisites**
- B435, Participants are required to attend the accompanying course on academic writing

**Registration**
- Registration details (including registration form) are provided on the webpage of the Department of Managerial Accounting

**Limited Attendance** 24

**Person Responsible**
- Prof. Dr. Patrick Kampkötter

**Lecturer**
- Prof. Dr. Patrick Kampkötter, Patrick Maier, M.Sc.

**Method of Assessment**
- Portfolio: Term paper (75%), Presentation (25%)

**PhD-oriented** no

**Method of Assessment**

**Content**
The module deals with current topics in Managerial Accounting and prepares students on how to find a research question and write their own research paper based on academic literature and according to scientific standards.

---

**This module can be taken as part of the following master programs:**

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Specialization Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>Elective Studies Focus Elective Studies</td>
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<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
<td>---</td>
</tr>
<tr>
<td>European Management/General Management/International Business</td>
<td>Specialization Studies Focus Managerial Accounting, Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Specialization Studies, Elective Studies</td>
</tr>
</tbody>
</table>
Objectives

Students learn to analyze practical and theoretical problem sets and are introduced to different approaches to Managerial Accounting. Besides applying research techniques and scientific writing skills, students gain presentation and communication skills. Preparing a discussion of a fellow student’s thesis further enhances analytical and discussion skills. This module serves as a preparation for a master thesis in managerial accounting and related disciplines, as students learn to reflect on the current state of research in managerial accounting and are able to conduct their own scientific work independently.

Literature

Depends on topic and will be announced (see homepage).
B540 Master Seminar on Personnel Economics

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 30  Independent Study: 240</td>
</tr>
<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
<td>generally: SS</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning</td>
<td>Seminar (2 SWS)/ Discussion, Oral participation, Independent study, Literature study</td>
</tr>
<tr>
<td>Methods</td>
<td>yes</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>no</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Presentation, Discussion, Term Paper, Oral Participation</td>
</tr>
<tr>
<td>Prerequisite for</td>
<td>---</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>B440</td>
</tr>
<tr>
<td>Registration</td>
<td>via chair website</td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>16</td>
</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Kerstin Pull</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Kerstin Pull</td>
</tr>
</tbody>
</table>

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<tr>
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<td>Elective Studies Focus Elective Studies</td>
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<tr>
<td>European Economics</td>
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</tr>
<tr>
<td>European Management/ General Management/ International Business</td>
<td>Specialization Studies Focus HRM and Organization, Elective Studies</td>
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<tr>
<td>International Economics</td>
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</table>

Content

The seminar focuses on changing topics in personnel economics. Within a given topic, students choose a research question and compose a – literature based – term paper where they choose an adequate theoretical model from the literature, apply it to their research question, derive hypotheses and confront these with existing empirical studies.

Objectives

Students are enabled to formulate a research question and how to proceed in answering it within a scientific paper. When orally presenting their paper, students gain and further enlarge their presentation and communication skills.

Literature

varies depending on subject; see announcement on homepage
ECTS-Credits: 9  
Workload Hours: Contact Hours: 30  Independent Study: 240  
Duration: 1 Semester  
Cycle: generally: SS  
Language: English  
Course Type / Learning Methods: Seminar (2 SWS)/ Programming projects, Participation, Self-study  
PhD-oriented: yes  
Method of Assessment: Assignments (5 out of 6, 20 % each)  
Prerequisite for: B473  
Prerequisites: At least one out of: B470, B471, B472 or equivalent  
Registration: siehe Homepage  
Limited Attendance: 24  
Person Responsible: Prof. Dr.-Ing. Rainer Schöbel  
Lecturer: Prof. Dr.-Ing. Rainer Schöbel and assistants  

This module can be taken as part of the following master programs:  

<table>
<thead>
<tr>
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<th>Specialization Studies</th>
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<tbody>
<tr>
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<td>Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Master Seminar, Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
<td>Specialization Studies Focus Finance</td>
</tr>
<tr>
<td>European Management/</td>
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</tr>
<tr>
<td>General Management/</td>
<td>Specialization Studies Focus Finance, Elective Studies</td>
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<td>Specialization Studies, Elective Studies</td>
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</tbody>
</table>

Content  
There are six different programming projects offered, which have to be solved by the students using commercial software (MatLab).  

Objectives  
After completion of this course students should be able to implement concepts and models from modern finance theory successfully.  

Literature  
to be announced
B590 Master Seminar in International Business

**ECTS-Credits**  
9  
**Workload Hours**  
Contact Hours: 20  
Independent Study: 250  
**Duration**  
1 Semester  
**Cycle**  
generally: WS, SS  
**Language**  
English  
**Course Type / Learning Methods**  
Seminar (2 SWS)/ Literature study, Independent writing, Discussion, Oral participation  
**blocked**  
no  
**PhD-oriented**  
no  
**Method of Assessment**  
Portfolio: Term Paper (90 %), Presentation (10%)  
**Prerequisite for**  
---  
**Prerequisites**  
Pass of an IB module and formal acceptance to this seminar.  
**Registration**  
The application period and modalities will be announced on the website of the Department of International Business.  
**Limited Attendance**  
12  
**Person Responsible**  
Prof. Dr. Markus Pudelko  
**Lecturer**  
Prof. Dr. Markus Pudelko, Jiaxuan (Alice) Liu

This module can be taken as part of the following master programs:

| **Accounting and Finance** | --- |
| **Economics** | Elective Studies Focus Elective Studies |
| **Economics and Finance** | Elective Studies Focus Elective Studies |
| **European Economics** | --- |
| **European Management/ General Management/ International Business** | Specialization Studies Focus International Business, Elective Studies |
| **International Economics** | Elective Studies Focus Elective Studies |
| **Management & Economics** | Specialization Studies, Elective Studies |

**Content**

Students writing a term paper with the Department of International Business will have a weekly class during the writing period in order to receive methodological support. In addition, they will present the key outcomes of their papers and discuss their topic with department faculty and peers during the block session at the end of the seminar. The final mark will be based on the term paper and its presentation. Research interested students have the opportunity to attend beforehand the seminar “B497 Introduction into Research Methodology for M.Sc.”, also offered by the Department of International Business. This course is compulsory for students writing their Master thesis at the Department, but is also helpful for the preparation of term papers. It acquaints students with the principles of research in business and offers advice for academic writing.
Objectives

By writing their Master seminar thesis, students will be able to gather, analyze and apply information from various sources, specifically international business and international organizational behavior theories, to formulate convincing arguments, communicate academic ideas, produce conclusions and acquire academic writing skills on an advanced level. On the basis of defending their Master seminar thesis in the seminar, they will gain advanced presentation as well as communication skills.

Literature

varies depending on the topic of the term paper
This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Module</th>
<th>Focus</th>
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</tbody>
</table>

Content

This seminar introduces participants (future scholars and junior scholars) into publication strategies for top international journals in the area of management.
Objectives

The course will teach students:
• to understand the requirements of international publications in management;
• to interpret journal rankings;
• to obtain information about selected journals;
• how to apply key research methods;
• to obtain an understanding about the review process;
• to develop publication strategies; and
• how to “craft” the write-up of the various sections of an article.

Literature

A series of articles to be announced on a case by case basis.
E410 Topics in Fiscal Federalism and Fiscal Competition

ECTS-Credits: 6
Workload Hours: Contact Hours: 60, Independent Study: 120
Duration: 1 Semester
Cycle: generally: WS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), Practice Course (2 SWS)/ Oral participation, Discussion, Independent study
PhD-oriented: yes
Method of Assessment: Written Exam (90 minutes)
Prerequisite for: ---
Prerequisites: ---
Registration: No registration required.
Limited Attendance: ---
Person Responsible: Prof. Dr. Georg Wamser
Lecturer: Prof. Dr. Georg Wamser

This module can be taken as part of the following master programs:

- Accounting and Finance
- Economics
- Economics and Finance
- European Economics
- European Management/
- General Management/
- International Business
- International Economics
- Management & Economics

Content

The module will discuss implications of multilevel governance on economic behavior (of governments, individuals or firms). Topics presented include:

(i) assignment of responsibilities in federations
(ii) revenue sharing and fiscal transfers
(iii) tax competition.
Objectives

The module will equip students with formal methods to understand complex issues in fiscal federalism. It particularly aims at making sense of actual practices in federations around the world.

Literature

A manuscript and literature will be provided
E411 Economics of Taxation

| ECTS-Credits | 9 |
| Workload Hours | Contact Hours: 60 Independent Study: 210 |
| Duration | 1 Semester |
| Cycle | generally: SS |
| Language | English |
| Course Type / Learning | Lecture (2 SWS), Practice Course (2 SWS)/ Oral participation, Discussion, Independent study |
| Methods | no |
| PhD-oriented | yes |
| Method of Assessment | Written Exam (90 minutes) |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | No registration required. |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Georg Wamser |
| Lecturer | Prof. Dr. Georg Wamser |

This module can be taken as part of the following master programs:

| Accounting and Finance | --- |
| Economics | Specialization Studies Focus Economic Theory, Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| Economics and Finance | Specialization Studies Focus Economics, Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| European Economics | Specialization Studies Focus Economics |
| European Management/ General Management/ International Business | Elective Studies |
| International Economics | Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| Management & Economics | Specialization Studies, Elective Studies |

Content

This module will present a unified framework in which public policy and, in particular, tax policy and its consequences can be analyzed. We introduce basic concepts used in public economics and some fundamentals of economic modelling. Topics include:

(i) taxes and labor supply
(ii) income taxation
(iii) commodity taxation
(iv) taxes and investment, as well as
(v) taxes and foreign direct investment.
Objectives
The main agenda of this module is to familiarize students with important topics in public economics with a focus on taxation. The course is particularly designed to acquaint students with central concepts in (theoretical and empirical) policy analysis. Students should be able to apply these concepts to analyze tax and transfer policies.

Literature
A manuscript and literature will be provided
E420 Advanced Perspectives in the Analytics and Policy Design of International Migration

ECTS-Credits: 6
Workload Hours: Contact Hours: 60  Independent Study: 120
Duration: 1 Semester
Cycle: generally: SS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), Practice Course (2 SWS)/ Method of teaching: lecturing based on journal articles, problem sets
Method of learning: attention to lecture, active engagement in class discussion, assigned home-work, reading assigned literature
blocked: yes
PhD-oriented: yes
Method of Assessment: Written Exam (90 minutes)
Prerequisite for: ---
Prerequisites: E424
Registration: The registration procedure as well as the exact dates for the block session will be announced at the beginning of the term; see http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html
Limited Attendance: 12
Person Responsible: Prof. Dr. Wilhelm Kohler
Lecturer: Prof. Dr. Dr. h.c. Oded Stark

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
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<tbody>
<tr>
<td>Economics</td>
<td>Specialization Studies Focus Economic Theory, Elective Studies International Economics, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>European Economics</td>
<td>Specialization Studies Focus International Economics</td>
</tr>
<tr>
<td>European Management/General Management/International Business</td>
<td>Elective Studies</td>
</tr>
<tr>
<td>International Economics</td>
<td>Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
</tr>
</tbody>
</table>
Content

International migration is one of the most exciting topics to explore in social science research. Why some people leave, why others stay, what are the repercussions of migration for the sending and the receiving economies, for the migrants themselves, and for their families, are themes that call for disciplined inquiry. The main purpose of the module is to induce students to think rigorously, creatively, and in non-conventional ways on various approaches to the modeling of migration choices and consequences, and to demonstrate to students how such a thinking process could enrich the spectrum of informed migration policies.

Objectives

Following the module, the students will be more at ease with deciphering theoretical research on migration, and at engaging in such research themselves. They will have developed a sound understanding of the art of economic modeling in general, and to the workings of applied microeconomic theory in particular.

Literature

Stark, Oded, Altruism and Beyond, Cambridge: Cambridge University Press, 1995 and 1999
Journal articles to be announced in the course
## E421 International Trade Theory

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
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<tr>
<td>Workload Hours</td>
<td>Contact Hours: 60 Independent Study: 210</td>
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<td>1 Semester</td>
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<tr>
<td>Cycle</td>
<td>generally: SS</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Lecture (3 SWS), Practice Course (1 SWS)/ Method of teaching: lecturing based on textbook, discussion of problem sets Method of learning: attention to lecture, active engagement in class discussion, assigned home-work (problem sets), reading assigned lite</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>yes</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Written Exam (90 minutes)</td>
</tr>
<tr>
<td>Prerequisite for</td>
<td>---</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>E424</td>
</tr>
<tr>
<td>Registration</td>
<td>see <a href="http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html">http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html</a></td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>---</td>
</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Wilhelm Kohler</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr. Bohdan Kukharskyy</td>
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</table>

**This module can be taken as part of the following master programs:**

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<th>Program</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Accounting and Finance</td>
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<tr>
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<td>Specialization Studies Focus International Trade, Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
</tr>
</tbody>
</table>

**Content**

The module deals with theoretical models that explain the pattern and the consequences of international trade
1. Comparative advantage
2. Factor endowments, factor prices and trade
3. New Trade theory: monopolistic competition and oligopoly
Objectives

Students develop an understanding of advanced models of trade theory. Having completed the course, they will be able to apply these models to core problems that repeatedly appear in the globalization debate. In doing so, they will be in a position to scrutinize the alleged advantages and disadvantages from international trade, particularly relating to how trade affects wages and real incomes of individuals and the economic well-being of society at large.

Literature

### E424 Advanced Microeconomics

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 90 Independent Study: 180</td>
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<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
<td>generally: WS</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Lecture (4 SWS), Practice Course (2 SWS) / Literature study, Independent study, Discussion, Oral participation</td>
</tr>
<tr>
<td>blocked</td>
<td>no</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>no</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Written Exam (120 minutes), Assignments</td>
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<tr>
<td>Prerequisite for</td>
<td>B415, E420, E421, E422, E425</td>
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<tr>
<td>Prerequisites</td>
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<td>see <a href="http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html">http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html</a></td>
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<tr>
<td>Limited Attendance</td>
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</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Wilhelm Kohler, Prof. Dr. Frank Stähler</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Wilhelm Kohler; Prof. Dr. Frank Stähler; Peter Eppinger, M.Sc.</td>
</tr>
</tbody>
</table>

This module can be taken as part of the following master programs:

| Accounting and Finance | --- |
| Economics | Compulsory Studies Focus Advanced Microeconomics |
| Economics and Finance | Compulsory Studies Focus Economics, Specialization Studies Focus Economics, Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| European Economics | Compulsory Studies Focus Economics/ International Economics, Specialization Studies Focus Economics |
| European Management/ General Management/ International Business | Elective Studies |
| International Economics | Compulsory Studies Focus Advanced Microeconomics |
| Management & Economics | Specialization Studies, Elective Studies |

### Content

The module deals with the essential concepts of modern microeconomic theory on an advanced level. We will deal with preferences and consumer behavior, production and firm behavior, competitive market equilibrium and general equilibrium, welfare, market failure and market power, and game theory.
Objectives

Completion of this module is a core requirement for our Master programs in Economics. It prepares students to successfully participate in advanced field courses offered in these programs. Together with "Advanced Macroeconomics" and "Advanced Econometrics", this module will enable students to develop their own research agenda for the Master program and beyond. Having completed these modules, students will be able to understand articles in leading economic journals.

Literature

Mas-Colell, Andreu, Whinston, Michael D. and Jerry R. Green, Microeconomic Theory, Oxford University Press, September 1995
This module deals with the impact of contractual incompleteness on the production and sourcing decisions of multinational firms. In particular, students will study the effect of a host country’s contracting institutions on a firm’s choice of the production location for its intermediate inputs. Furthermore, they will learn about the impact of contract enforcement on a firm’s decision whether to conduct the production of intermediate inputs in-house or to outsource it to an independent supplier. The aim of this module is to better understand the modern day empirical stylized facts about trade and foreign direct investment flows.

1. Introduction and Stylized facts
2. Workhorse Models
3. Contracting Institutions and Export Behavior
Objectives

This module will enable students to rationalize key empirical facts about the international organization of production. It imparts necessary skills to understand related articles published in leading international academic journals and to conduct own theoretical and empirical research in this field.

Literature

E427 Trade and Labor

ECTS-Credits 9
Workload Hours Contact Hours: 60 Independent Study: 210
Duration 1 Semester
Cycle generally: SS
Language English
Course Type / Learning Methods Lecture (3 SWS), Practice Course (1 SWS)/ Method of teaching: lecturing based on journal articles, problem sets

Method of learning: attention to lecture, active engagement in class discussion, assigned home-work, reading assigned literature

PhD-oriented yes

Method of Assessment Written Exam (90 minutes)
Prerequisite for ---
Prerequisites E424
Registration The registration procedure will be announced about 2 weeks before term comences; see http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html
Limited Attendance ---
Person Responsible Prof. Dr. Wilhelm Kohler
Lecturer Prof. Dr. Wilhelm Kohler

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</table>

Content

This module builds upon the course entitled International Trade Theory in presenting recent developments in the analysis of economic globalization with special emphasis on labor.

1 Introduction
   1.1 Focus
   1.2 Perspectives on income inequality

2 Trade and wages: standard theory and empirical approaches
2.1 The standard trade model - perfect markets
2.2 The standard model: minimum wage rate
2.3 Alternative paradigm: Equilibrium Unemployment
2.4 The conventional empirical approach towards “trade and wages”
3 Labor market effects of trade: new empirical approaches
   3.1 Trade liberalization and regional Ricardo Viner economies
   3.2 Estimating the labor market effects: China in world trade
   3.3 Labor market effect of computerization
   3.4 Looking at individual workers
   3.5 Special effects of offshoring
4. Summary and conclusion

Objectives

Students will be able to understand theoretical concepts relevant for the labor market effects of trade and offshoring, and to use these in order to actively participate in academic discussions about the gains and pains from economic globalization. They will be able to follow modern academic literature that uses state of the art methodological approaches in order to empirically identify the effects of certain types of trade liberalization scenarios on wages and employment. In particular, the course will enable students to correctly interpret the results presented in modern literature on the labor market effects of trade and to appreciate the limits to the insights inherent in the limits of the theory underlying the empirical approaches. Students will also be brought to the verge of developing their own approach, based on existing theory, to exploit existing data sets in order to answer certain questions about the labor market effects of globalization.

Literature

The module is not based on textbooks or monographs, but will instead draw on recent journal articles. A detailed list of readings will be made available at the beginning of term.
| Course Type / Learning Methods | Lecture (3 SWS), Practice Course (1 SWS)/ Method of teaching: lecturing based on journal articles, problem sets
Method of learning: attention to lecture, active engagement in class discussion, assigned home-work, reading assigned literature |
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<tr>
<td>PhD-oriented</td>
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</tr>
<tr>
<td>Method of Assessment</td>
<td>Written Exam (90 minutes)</td>
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<tr>
<td>Prerequisite for</td>
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<tr>
<td>Prerequisites</td>
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</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Wilhelm Kohler</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Wilhelm Kohler</td>
</tr>
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</table>
Content

We observe restrictive immigration policies in all high income countries throughout the world. The rationale usually is that immigration has adverse effects on the labor markets, specifically harming income and employment perspectives of low skilled workers who are often close substitutes for immigrant workers. In this course, we first develop a theoretical perspective on immigration that will tell us about the effect of immigration on welfare of the emigration country, the immigration country and on migrants themselves. We shall then deal with the exact relationship between immigration and native wages, including approaches to address this thorny issue from an empirical perspective.

1. The welfare effect of immigration: immigration surplus
2. The welfare effect of emigration: brain drain and brain gain
3. The relationship between international trade and international migration
4. The relationship between international trade and wages
5. Empirical approaches to identify the wage effects of immigration

Objectives

Upon completion of this module, students will be able to understand how theoretical and empirical methods can be applied to analyse topical issues in the relationship between international migration and international trade. They will be able to scrutinize arguments heard in the public debate about the effects of migration against the backdrop of frontier theoretical and empirical literature on migration, and they will be able do design their own research agenda in this direction in view of writing a Master’s thesis.

Literature


Further readings will be made available at the beginning of term.
E430 Monetary Economics

ECTS-Credits: 6
Workload Hours: Contact Hours: 45  Independent Study: 135
Duration: 1 Semester
Cycle: generally: SS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), PC-Lab (1 SWS)/ Oral participation, Group discussion, Independent study
block: yes
PhD-oriented: yes
Method of Assessment: Portfolio: Written Exam (60 minutes, 70 %), 2 Matlab Assignments (30%)
Prerequisite for ---
Prerequisites ---
Registration: No registration required.
Limited Attendance ---
Person Responsible: Prof. Dr. Gernot Müller
Lecturer: Martin Wolf

This module can be taken as part of the following master programs:

<table>
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<tr>
<th>Accounting and Finance</th>
<th>Specialization Studies</th>
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<tbody>
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<td>Economics and Finance</td>
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</tr>
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<td>General Management/</td>
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</tbody>
</table>

Content

1. Money and Monetary Policy: Basic concepts and evidence
2. Price level determination
3. The New Keynesian Model
4. Optimal monetary policy
5. The zero lower bound on policy rates
6. Non-conventional monetary policies
Objectives

The main objective of the course is to make students familiar with the New Keynesian view on business cycles and stabilization policies. After successfully taking the course students will understand the workings of money and prices in models of dynamic stochastic general equilibrium. They will be able to solve these models and to conduct various experiments within the modelling framework and to develop model modifications. In addition, students will be in a position to interpret both time series evidence and policy debates. Finally, the course will discuss non-conventional monetary policy measures which have become relevant with the recent crisis.

Literature

E431 Open Economy Macroeconomics

ECTS-Credits
6

Workload Hours
Contact Hours: 60  Independent Study: 120

Duration
1 Semester

Cycle
generally: scheduled to take place again in WS 2018/19

Language
English

Course Type / Learning Methods
Lecture (2 SWS), Practice Course (1 SWS)/ Oral participation, Group discussion, Independent study

PhD-oriented
yes

Method of Assessment
Written Exam (90 minutes)

Prerequisite for
E431K

Prerequisites
---

Registration
No registration required.

Limited Attendance
---

Person Responsible
Prof. Dr. Gernot Müller

Lecturer
Prof. Dr. Gernot Müller

This module can be taken as part of the following master programs:

<table>
<thead>
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<th>Accounting and Finance</th>
<th>Specialization Studies</th>
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<tbody>
<tr>
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<td>European Economics</td>
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</tbody>
</table>

Content
Current account determination, sovereign debt and default, exchange rates and monetary policy.
Objectives

Students become familiar with content and the tools of modern macroeconomics.

Literature

No single textbook. Detailed references will be provided during the lectures.
## E432 Advanced Labour Economics

**ECTS-Credits** 6

**Workload Hours** Contact Hours: 45 Independent Study: 135

**Duration** 1 Semester

**Cycle** generally: SS

**Language** English

**Course Type / Learning Methods** Lecture (2 SWS), Practice Course (1 SWS)/ Oral participation, Independent study, Literature study

**blocked** no

**PhD-oriented** no

**Method of Assessment** Portfolio: Written Exams (90 minutes, 90 %), Assignments (10%)

**Prerequisite for** ---

**Prerequisites** Good working knowledge of calculus

**Registration** No registration required.

**Limited Attendance** ---

**Person Responsible** Prof. Dr. Christian Manger

**Lecturer** Prof. Dr. Christian Manger

---

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Master Program</th>
<th>Specialization Studies Focus</th>
<th>Elective Studies Focus</th>
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<tbody>
<tr>
<td><strong>Accounting and Finance</strong></td>
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<td><strong>Economics</strong></td>
<td>Specialization Studies Focus Applied Economics, Elective Studies Focus Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td><strong>International Economics</strong></td>
<td>Specialization Studies Focus International Macroeconomics, Elective Studies Focus Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td><strong>Management &amp; Economics</strong></td>
<td>Specialization Studies, Elective Studies</td>
<td></td>
</tr>
</tbody>
</table>

### Content

1. Perfect labour markets (labour supply, labour demand, compensating wage differentials)
2. Information asymmetries (shirking / efficiency wages, signaling)
3. Discrimination (taste-based discrimination, statistical discrimination)
4. Human capital and imperfect credit markets
5. Diamond-Mortensen-Pissarides model
6. On the job search and equilibrium wage dispersion
7. Minimum wages
Objectives

This course will familiarize students with formal models in labour market theory. A particular focus of the course is on heterogeneous workers in imperfect labor markets. Completion of the course will enable them to analyze current political issues such as residual wage differentials, discrimination with respect to gender or ethnicity, and the effects of minimum wages. Moreover, they learn to apply the theoretic concepts to new problems.

Literature

The following books and articles are good references for the topics covered:


# E433 Advanced Macroeconomics

<table>
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</tr>
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<tbody>
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<td>Duration</td>
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<td>Cycle</td>
<td>generally: WS</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Lecture (4 SWS), Practice Course (2 SWS)/ Oral participation, Independent study, Literature study</td>
</tr>
<tr>
<td>blocked</td>
<td>no</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>no</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Portfolio: Written Exams (90 minutes, 90 %), Assignments (10%)</td>
</tr>
<tr>
<td>Prerequisite for</td>
<td>E420, E421, E425</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Good working knowledge of calculus</td>
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<tr>
<td>Registration</td>
<td>No registration required.</td>
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<td>Limited Attendance</td>
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<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Christian Manger</td>
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<td>Lecturer</td>
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</table>

### Content

The course familiarizes students with the essential concepts of modern macroeconomic theory at an advanced level. A particular focus will be placed on learning how to use formal microfounded models to analyze and understand economic growth dynamics. In terms of economic models, the following topics will be covered: Growth Theory (the Solow Model, the Ramsey-Cass-Koopmans Model, the Diamond OLG Model, and Endogenous Growth Theory), Inequality and Growth (the Alesina-Rodrik Model), Labor Economics (the Mortensen-Pissarides Model), and Real Business Cycle models. While the course will be mostly concerned with positive economic theory, students will also learn to derive and understand the normative and policy implications of the covered models.
Objectives

Completion of this course is a core requirement for our Master programs in Economics. It prepares students to successfully participate in advanced field courses offered under these programs. Together with the companion courses in Advanced Microeconomics and Advanced Econometrics, this course will enable students to develop their own research agenda for the Master program as well as a PhD program that they may want to pursue subsequent to this Master program. Having completed these courses, students will feel comfortable reading journal articles at the frontier of modern economic research.

Literature

The mandatory textbook chapters and articles will be announced in the lecture. The following books are good references for the topics covered:
E434 Colloquium in International Economics

ECTS-Credits 3
Workload Hours Contact Hours: 30 Independent Study: 60
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning Methods/Independent Study: 60
Colloquium (2 SWS) / Students will attend presentations of ongoing research
by advanced PhD students and by our own research faculty as well as invited
junior researchers. Students engage in discussion during and after the
presentations and submit a written

Prerequisite for ---
Prerequisites Compulsory master courses, as required by the relevant curriculum.
Registration No registration required.
Limited Attendance ---
Person Responsible Prof. Dr. Wilhelm Kohler
Lecturer Prof. Dr. Wilhelm Kohler

This module can be taken as part of the following master programs:

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<thead>
<tr>
<th>Accounting and Finance</th>
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</thead>
<tbody>
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</tbody>
</table>

Content

Topics at the frontier of international economics as treated in current research papers (ongoing work by Tübingen faculty).
Objectives

The main objective is to familiarize students with a key step in the research process leading to scientific knowledge in the area of economics: writing up first versions of a research paper, presenting the paper and giving and taking feedback on such papers. A second objective is to deepen students' knowledge of economics so as to enable them to develop a research agenda of their own. Participants will become familiar with current research topics and methods. They will also learn how to make new research accessible to academic audiences.

Literature

Papers presented, which will be made available ahead of time, additional material related to the presentations (if any)
In addition, literature cited in the aforementioned papers will be relevant for the written comments to be submitted for assessment.
E435 Monetary and Fiscal Economics and Stabilization Policy

ECTS-Credits: 6
Workload Hours: Contact Hours: 45  Independent Study: 135
Duration: 1 Semester
Cycle: generally: WS
Language: English
Course Type / Learning Methods: Lecture (2 SWS), Practice course (1 SWS) / Discussion, oral participation, independent study, literature
PhD-oriented: yes
Method of Assessment: Written Exam (90 minutes) / Assignments
Prerequisite for: ---
Prerequisites: E430 Monetary Economics
Registration: No registration required.
Limited Attendance: ---
Person Responsible: Prof. Dr. Gernot Müller
Lecturer: Sebastian Schmidt

This module can be taken as part of the following master programs:

<table>
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</table>

Content

1. A framework for monetary and fiscal policy analysis: The New Keynesian model (refresher)
2. Optimal stabilization policy: trade-offs and time consistency
3. Monetary policy and the effective lower bound
4. Fiscal policy and the effective lower bound
5. Equilibrium multiplicity and expectations-driven liquidity traps
Objectives

This module is about monetary and fiscal stabilization policy with a special focus on the recent economic crisis. The main objective of the module is to introduce students to the type of models and methods used in current research in macroeconomics. Students will learn how to analyse and design stabilization policies and how the effective lower bound on nominal interest rates may constrain these policies. Throughout the module, we will rely both on analytical derivations as well as on numerical approaches that require the use of computational methods.

Literature

E440 Multinational Enterprises

ECTS-Credits 9
Workload Hours Contact Hours: 60 Independent Study: 210
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Methods Lecture (3 SWS), Practice Course (1 SWS)/ Discussion and oral participation in tutorial
blocked no
PhD-oriented no
Method of Assessment Written Exam (90 minutes)
Prerequisite for ---
Prerequisites ---
Registration No registration required.
Limited Attendance ---
Person Responsible Prof. Dr. Frank Stähler
Lecturer Prof. Dr. Frank Stähler

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Content
This course will deal with the role of multinational enterprises in the world economy. We will explain why and when they exist, and we will discuss in detail which type of foreign direct investment we may expect, considering different market conditions and country characteristics. Furthermore, we will consider how the existence of multinational firms will change local market structures and welfare. Furthermore, we will discuss a seminal paper in detail. A background in international trade is helpful when attending this course, but not necessary.
Objectives

After having passed this course successfully, students are able to understand the role multinational enterprises play in the global economy.

Literature

Giorgio Barba Navaretti and Anthony J. Venables, Multinational Firms in the World Economy, Princeton University Press, and selected academic papers.
The course deals with the mathematical concepts of modern microeconomic theory.

This course prepares students for the course E424 Advanced Microeconomics.

Simon/Blume, Mathematics for Economists, Norton
E450a Game Theory and Industrial Organization

ECTS-Credits
6

Workload Hours
Contact Hours: 60  Independent Study: 120

Duration
1 Semester

Cycle
Winter term

Language
English

Course Type
Lecture (2 SWS), Practice Course (2 SWS)/ Oral participation, Discussion, Independent study

blocked
no

PhD-oriented
no

Method of Assessment
Written Exam (90 minutes)Course Work: To participate in the exam, students are required to pass four assignments.

Prerequisite for
---

Prerequisites
Knowledge of mathematical methods for economic analysis. It is strongly recommended to attend the refresher course S 414 – Advanced Mathematical Methods (block seminar prior to the start of the semester).

Registration
no registration required.

Limited Attendance
---

Person Responsible
Prof. Dr. Manfred Stadler

Lecturer
Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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Content
The module is concerned with the strategic interaction of firms in relevant markets. Firm behavior, market structure and market performance are explained in terms of some basic market conditions such as technology, demand, entry cost, and information structure. Special topics are collusion, deterrence and accommodation of market entry, strategic choice of capacities, advertising, investment, research and development, location, horizontal and vertical product differentiation as well as information sharing and signaling.
Objectives

Students know basic mathematical tools and key concepts used in modern game theory and apply these concepts to various topics of strategic competition in different markets.

Literature

The course material will be provided via ILIAS.
E450b Game Theory and Industrial Organization  

ECTS-Credits 9
Workload Hours Contact Hours: 90  Independent Study: 180
Duration 1 Semester
Cycle Winter term
Language English
Course Type Lecture (2 SWS), Practice Course (2 SWS), Colloquium (2 SWS) / Oral participation, Discussion, Independent study, Presentation
blocked no
PhD-oriented yes
Method of Assessment Written Exam (90 minutes), Course Work: To participate in the exam, students are required to pass four assignments and the colloquium.
Prerequisite for ---
Prerequisites Knowledge of mathematical methods for economic analysis. It is strongly recommended to attend the refresher course S 414 – Advanced Mathematical Methods (block seminar prior to the start of the semester)
Registration registration for the colloquium via website is required.
Limited Attendance 24
Person Responsible Prof. Dr. Manfred Stadler
Lecturer Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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The colloquium complements the lecture. It deals with selected topics in Applied Industrial Organization.
Objectives

Students know basic mathematical tools and key concepts used in modern game theory and apply these concepts to analyze topics of strategic competition in different markets. By visiting the colloquium, students know how to present and discuss advanced models in Industrial Organization and to apply them to specific research questions.

Literature

The course material will be provided via ILIAS.
E453a Economic Growth

ECTS-Credits 6
Workload Hours Contact Hours: 60 Independent Study: 120
Duration 1 Semester
Cycle Summer term
Language English
Course Type Lecture (2 SWS), Practice Course (2 SWS) / Oral participation, Discussion, Independent study
blocked no
PhD-oriented no
Method of Assessment Written Exam (90 minutes), Course Work: To participate in the exam, students are required to pass four assignments.
Prerequisite for ---
Prerequisites ---
Registration no registration required
Limited Attendance ---
Person Responsible Prof. Dr. Manfred Stadler
Lecturer Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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</table>

Content

After a short review of the neoclassical growth theory the course deals with some advanced models of endogenous growth. Special topics are capital accumulation, population dynamics, public infrastructure, natural resources, environmental pollution, climate change and sustainable development, education and human capital as well as innovation and technological change in the global economy.
Objectives

Students know the basic mathematical tools and key concepts which are essential in dynamic macroeconomics (differential equations, dynamic optimization) and understand the decisive forces fostering and hampering economic growth and sustainable development.

Literature

The slides of the lecture will be provided via ILIAS.
E453b Economic Growth

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>9</th>
</tr>
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<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 90 Independent Study: 180</td>
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<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
<td>Summer term</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type</td>
<td>Lecture (2 SWS), Practice Course (2 SWS), Colloquium (2SWS) / Oral participation, Discussion, Independent study, Presentation</td>
</tr>
<tr>
<td>blocked</td>
<td>no</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>yes</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Written Exam (90 minutes), Course Work: To participate in the exam, students are required to pass four assignments and the colloquium.</td>
</tr>
<tr>
<td>Prerequisite for</td>
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</tr>
<tr>
<td>Prerequisites</td>
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</tr>
<tr>
<td>Registration</td>
<td>registration for the colloquium via website is required.</td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>24</td>
</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Manfred Stadler</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Manfred Stadler</td>
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Content

After a short review of the neoclassical growth theory the course deals with some advanced models of endogenous growth. Special topics are capital accumulation, population dynamics, public infrastructure, natural resources, environmental pollution, climate change and sustainable development, education and human capital as well as innovation and technological change in the global economy.

The colloquium complements the lecture. It deals with selected topics in economic growth and sustainable development.
Objectives

Students know the basic mathematical tools and key concepts which are essential in dynamic macroeconomics (differential equations, dynamic optimization) and understand the decisive forces fostering and hampering economic growth and sustainable development. By visiting the colloquium, students know how to present and discuss advanced models in dynamic macroeconomics and to apply them to specific research questions.

Literature

The slides of the lecture will be provided via ILIAS.
Innovation and Technological Change

ECTS-Credits: 6
Workload Hours: Contact Hours: 30, Independent Study: 150
Duration: 1 Semester
Cycle: generally: SS
Language: English
Course Type / Learning Methods: / Oral participation, Discussion, Independent study
blocked: no
PhD-oriented: no
Method of Assessment: Portfolio: Written Exam (90 minutes, 80 %), Assignments (20 %)
Prerequisite for: ---
Prerequisites: ---
Registration: Keine Anmeldung erforderlich.
Limited Attendance: ---
Person Responsible: Prof. Dr. Manfred Stadler
Lecturer: Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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<tbody>
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Content:

Innovation is the main driving force of the development of firms, industries and economies. The causes and effects of innovation cannot be explained in a satisfying way by focusing on only one of these levels. The lecture therefore provides an integrated bottom-up analysis of the innovation process, starting at the microeconomic firm level (innovation management), moving on to the industry level (dynamic competition), the aggregate macroeconomic level (innovation and growth dynamics), and finally the global level (innovation and international trade).
Objectives

This lecture aims to familiarize students with issues of innovation and technological change. To achieve this, students will learn some basic tools of modern economic theory (dynamic optimization, game theory, general-equilibrium theory). They should gain insight that business economics as well as micro- and macroeconomic theory simply take different perspectives of a unified scientific discipline.

Literature

The script for this lecture will be made available via Ilias.
E456 Behavioral Economics

ECTS-Credits 6
Workload Hours Contact Hours: 30 Independent Study: 150
Duration 1 Semester
Cycle generally: SS
Language English
Course Type / Learning Methods Lecture (2 SWS)/ Oral participation, Discussion, Independent study
blocked yes
PhD-oriented no
Method of Assessment Written Exam (90 minutes), Assignment
Prerequisite for ---
Prerequisites ---
Registration No registration required.
Limited Attendance 10
Person Responsible Prof. Dr. Manfred Stadler
Lecturer Dr. Rene Levinsky

This module can be taken as part of the following master programs:

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<thead>
<tr>
<th>Master Program</th>
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Content

The module is divided into four main sections:
1) Behavioral decision making (intertemporal decision making, decision making under uncertainty, so called “paradoxes” of decision making like “preference reversal” and “conjunction effect”);
2) Elementary Methods of Experimental Economics (principles of experimentation, hypothesis testing, methods of non-parametric statistics);
3) Behavioral game theory (fairness and reciprocity, bounded rationality);
4) Recent developments in Behavioral Economics (Neuro-Economics, mental modeling)
Objectives

Graduates of the module should be able to better understand behavioral principles of strategic and non-strategic decision making in an economic environment. This knowledge should enable them to evaluate purely theoretical economic problems more adequately and to design an appropriate economic environment for applied decision problems as well. Moreover, graduates should be able to conduct simple economic experiments for testing how suitable selected economic and institutional designs are to deal with economic problems.

Literature

MasCollel, A., Whinston, M. D., and J. R. Green, Microeconomic Theory, Oxford University Press, 1995
E460 Empirical Studies on Migration, Trade and Growth in the Long Run

ECTS-Credits 9
Workload Hours Contact Hours: 30 Independent Study: 240
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Methods Seminar (2 SWS)/ Self study, Literature study, Presentation
blocked no
PhD-oriented yes
Method of Assessment Presentation, Assignments, Term Paper
Prerequisite for ---
Prerequisites ---
Registration Registration is obligatory until the last week before the modul start via E-mail to wisoge[at]uni-tuebingen.de with attached CV and list of your previous grades
Limited Attendance 40
Person Responsible Prof. Dr. Jörg Baten
Lecturer Prof. Dr. Jörg Baten

This module can be taken as part of the following master programs:

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Content

This module provides an overview of interesting quantitative topics in international economic history. You will learn which factors had an impact on international migration and how migrants influenced their destination countries in the long run. We will also discuss the latest research on the biological standard of living and human capital development, which offers important insights about the economic development in certain countries and regions. During the course you have to revise the materials and prepare assignments. These are mandatory for the assessment.
**Objectives**

The students recognize the relationship between migration, trade and long run growth. Additionally, they get to know the current research in this field and its most important statistical methods.

**Literature**


Please refer to the studies on our homepage.
### E471 Empirical Topics in International Trade

**ECTS-Credits**
9

**Workload Hours**
Contact Hours: 60  Independent Study: 210

**Duration**
1 Semester

**Cycle**
generally: WS

**Language**
English

**Course Type / Learning Methods**
Lecture (2 SWS), Practice Course (2 SWS)/ Oral participation, Discussion, Independent study

**PhD-oriented**
yes

**Method of Assessment**
Written Exam (90 minutes)

**Prerequisite for**
E570

**Prerequisites**
E424, E433

**Registration**
No registration required.

**Person Responsible**
Prof. Dr. Valeria Merlo

**Lecturer**
Prof. Dr. Valeria Merlo, David Kurfess, Sandra Kohler

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This module can be taken as part of the following master programs:

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<td>Economics</td>
<td>Specialization Studies Focus Applied Economics, Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td>Economics and Finance</td>
<td>Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
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<td>Specialization Studies Focus International Economics</td>
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<td>Specialization Studies Focus International Trade, Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td>Management &amp; Economics</td>
<td>Elective Studies</td>
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</table>

**Content**

This course introduces students to central and recent empirical work in international trade. We will discuss the derivation of empirically testable hypotheses from international trade models and develop an understanding of state-of-the-art empirical techniques used in international economics. The lecture will be complemented by a tutorial in the PC-lab where we will replicate empirical studies using the statistical program STATA.
Objectives

The students acquire the skills needed to (i) evaluate existing research and, most importantly, (ii) carry out own empirical research in international economics.

Literature

- Selected papers
### E510 Master Seminar "Topics in Empirical Public Economics"

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>9</th>
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</thead>
<tbody>
<tr>
<td>Workload Hours</td>
<td>Contact Hours: 30 Independent Study: 240</td>
</tr>
<tr>
<td>Duration</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Cycle</td>
<td>generally: SS</td>
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<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Course Type / Learning Methods</td>
<td>Seminar (2 SWS)/ Oral participation, Discussion, Independent study, Literature study, Presentation</td>
</tr>
<tr>
<td>blocked</td>
<td>no</td>
</tr>
<tr>
<td>PhD-oriented</td>
<td>yes</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Portfolio: Presentation (20%), Term Paper (80%)</td>
</tr>
<tr>
<td>Prerequisite for</td>
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<tr>
<td>Prerequisites</td>
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<tr>
<td>Registration</td>
<td>See information provided online</td>
</tr>
<tr>
<td>Limited Attendance</td>
<td>20</td>
</tr>
<tr>
<td>Person Responsible</td>
<td>Prof. Dr. Georg Wamser</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Prof. Dr. Georg Wamser</td>
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**Content**

Selected research papers in empirical public economics. The main focus is on articles analyzing the consequences of tax and regulation policies.
Objectives

The primary goal is to prepare students to write a master thesis. The seminar is particularly designed to acquaint participants with advanced methods in public economics and how these are implemented in empirical research using micro-econometric techniques. The central findings of research articles in public economics have to be presented in a Seminar presentation. The presentation will prepare students to summarize research using own words and intuition.

Literature

Research articles in public economics
E512 Master Seminar on Organization and Behavior of Firms

ECTS-Credits 9
Workload Hours Contact Hours: 30  Independent Study: 240
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Seminar (2 SWS)/ Oral participation, Discussion, Independent study, Literature study, Presentation
Methods blocked yes
PhD-oriented yes
Method of Assessment Portfolio: Presentation (20%), Term Paper (80%)
Prerequisite for ---
Prerequisites ---
Registration See information provided online
Limited Attendance 20
Person Responsible Prof. Dr. Georg Wamser
Lecturer Prof. Dr. Georg Wamser

This module can be taken as part of the following master programs:

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Content

Students are expected to write a 15 page essay and to present their results in class (both in English). The seminar will be based on research articles exploring how firms decide on their organizational structure and how they respond to incentives set by local or federal governments. Topics include internal capital markets of firms, market entry mode choice, legal form choice, spatial organization of firms, etc. Research articles usually apply modern econometric techniques, so that basic knowledge in empirical economics is very helpful.
Objectives

The primary goal is to prepare students to write a master thesis. The seminar is particularly designed to acquaint participants with advanced methods in empirical economics. The central findings of research articles in public economics have to be presented in a Seminar presentation. The presentation will prepare students to summarize research using own words and intuition.

Literature

Research articles
E520 Master Seminar on International Trade and Economic Integration

ECTS-Credits 9
Workload Hours Contact Hours: 30 Independent Study: 240
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Methods Seminar (2 SWS)/ Independent study, Literature study, Presentation, Discussion
blocked yes
PhD-oriented yes
Method of Assessment Term Paper
Prerequisite for ---
Prerequisites E424 (Adv Microeconomics), E421 (International Trade Theory), E433 (Adv Macroeconomics), at least one field course in international Economics
Registration The registration procedure will be announced about 2 weeks before term commences; see http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html
Limited Attendance 12
Person Responsible Prof. Dr. Wilhelm Kohler
Lecturer Prof. Dr. Wilhelm Kohler

This module can be taken as part of the following master programs:

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Content

This seminar will deal with issues of international trade and economic integration. It will partly draw on field courses in International Economics offered for our Master programs. A list of topics will be announced on the Chair's website about 2 weeks before term commences.
Objectives

Students are enabled (and enable themselves) to understand articles published in leading international academic journals in the field of International Economics. They gain experience in how certain theories and models taught in courses and textbooks of International Economics are applied to real world issues. An important part of their learning will relate to methods of empirical implementation, particularly through econometric methods. In addition, students will gain experience in writing up scientific papers and reports, and in presenting their reports to a critical audience. This will be a critical step towards professional careers within the academic system, but also in research-oriented institutions more generally.

Literature

A list of topics and readings will be announced on the Chair’s website about 2 weeks before term commences, together with information on the registration procedure.
E530 Master Seminar on Monetary and Fiscal Policy  
M.Sc.

ECTS-Credits  
9

Workload Hours  
Contact Hours: 30  Independent Study: 240

Duration  
1 Semester

Cycle  
generally: scheduled to take place again in WS 2018/19

Language  
English

Course Type / Learning Methods  
Seminar (2 SWS)/ Oral participation, Group discussion, Independent study, Literature study

blocked  
yes

PhD-oriented  
no

Method of Assessment  
Portfolio: Presentation (50%), Term Paper (50%)

Prerequisite for  
---

Prerequisites  
Monetary Economics (E430); exceptions may be granted upon request; maximum number of participant: 12; admission will be based on academic merit.

Registration  
Register on ILIAS, see homepage Chair International Macroeconomics and Finance, Teaching

Limited Attendance  
12; admission will be based on academic merit.

Person Responsible  
Prof. Dr. Gernot Müller

Lecturer  
Prof. Dr. Gernot Müller

This module can be taken as part of the following master programs:

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Content

In this seminar we revisit recent research monetary and fiscal policy. Students are expected to write a 15-page essay ("seminar paper") and to present their results in class (both in English). In doing so, they start from one of the research papers (see syllabus on IILIAS). In a first step they replicate the results based on numerical simulations. In a second step they propose, motivate and analyze a (small) model extension. Simulations may be carried out in Dynare (see the Course E435 which is a prerequisite). In writing the essay students should start from a well-defined and motivated research questions.
Assignment of papers to individual participants will take place in the introductory session. A list is given in the Syllabus (on ILIAS). More details on what we expect you to do in the papers will follow in the introductory session.

Assessment:
The final grade will be based on the quality of the final version of the seminar paper (50%) and the presentation (50%). Contributions to classroom discussions during the presentation sessions may count in your favor.

Teaching language: English
Assignment of topics to individual participants will take place in the introductory session. A list of topics for seminar papers is given below, including papers that we want you to deal with and discuss in your seminar papers. More details on what we expect you to do in the papers will follow in the introductory session.
You will submit a first draft of your seminar paper by December 13, prior to the presentation. The first draft (max 15 pages) may be preliminary and somewhat incomplete, but you must have enough material for a well-structured presentation. The purpose of this will be to identify weak points and problems and to allow us (and your fellow students) to give you feedback and advice. You have 30 minutes for the presentation. There are an additional 10 minutes for questions and discussions.
You will then have time to revise your paper (max 15 pages), based on the feedback and advice that you receive at the presentation session. Submission of the final version will be due January 29, 2016. Some guidelines for the style of the seminar paper are provided below.

Objectives
Students become familiar with the frontier of macroeconomic research. They also learn how to confront research questions and policy debates, both in their essay and their presentation.

Literature
Topics and readings varies depending on subject, see Syllabus on ILIAS.
**E540 Master Seminar on Globalization and International Mobility**

**ECTS-Credits** 9

**Workload Hours**
- Contact Hours: 30
- Independent Study: 240

**Duration** 1 Semester

**Cycle** generally: WS

**Language** English

**Course Type / Learning Methods** Seminar (2 SWS)/ Discussion, Oral participation, Independent study, Literature study

**PhD-oriented** no

**Method of Assessment** Portfolio: Presentation (25%), Term Paper (75%)

**Prerequisite for** ---

**Prerequisites** ---

**Registration** see http://www.wiwi.uni-tuebingen.de/lehrstuehle/volkswirtschaftslehre/international-economics/teaching.html

**Limited Attendance** 8

**Person Responsible** Prof. Dr. Frank Stähler

**Lecturer** Prof. Dr. Frank Stähler

This module can be taken as part of the following master programs:

<table>
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</table>

**Content**

This seminar will deal with some selected topics of international trade and foreign direct investment. You are expected to write an essay and to do a presentation. Both the essay and the presentation must be in English.
Objectives

This seminar will help students to set up their own research agenda in the field of globalization and international mobility. Students learn how to deal with a specific research question. They learn how to present their ideas in a presentation, and they learn how to write a research-oriented paper.

Literature

The topics will change from semester to semester and will be posted on our website.
E550 Master Seminar on Industrial Organization

**ECTS-Credits** 9
**Workload Hours** Contact Hours: 30 Independent Study: 240
**Duration** 1 Semester
**Cycle** generally: WS, SS
**Language** English
**Course Type / Learning Methods** Seminar (2 SWS)/ Oral participation, Group discussion, Independent study, Literature study
**blocked** no
**PhD-oriented** yes
**Method of Assessment** Portfolio: Presentation (10%), Term Paper (90%)
**Prerequisite for** ---
**Prerequisites** ---
**Registration** Yes, via chair website
**Limited Attendance** 12
**Person Responsible** Prof. Dr. Manfred Stadler
**Lecturer** Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

- **Accounting and Finance** Elective Studies
- **Economics** Master Seminar, Elective Studies Focus Economics, Elective Studies Focus Elective Studies
- **Economics and Finance** Master Seminar, Elective Studies Focus Economics, Elective Studies Focus Elective Studies
- **European Economics** Specialization Studies Focus Economics
- **European Management/General Management/International Business** Specialization Studies Focus Industrial Organizations, Elective Studies
- **International Economics** Elective Studies Focus Economics, Elective Studies Focus Elective Studies
- **Management & Economics** Specialization Studies, Elective Studies

**Content**
The Seminar deals with selected topics (advanced models and case studies) in Game Theory and Industrial Organization.
Objectives

Students learn how to write and present an own research paper. They apply research techniques and scientific writing skills. Due to the presentation of their paper, students acquire presentations as well as communication skills (written and oral). Students learn to reflect on the current state of research in Industrial Organization and carry out scientific work independently.

Literature

The course material will be provided on the ILIAS-online platform.
E551 Master Seminar on Resources, Innovation and Growth

ECTS-Credits 9

Workload Hours
Contact Hours: 30  Independent Study: 240

Duration 1 Semester

Cycle generally: SS

Language English

Course Type / Learning Seminar (2 SWS)/ Oral participation, Group discussion, Independent study, Literature study

Methods blocked no

PhD-oriented yes

Method of Assessment Portfolio: Presentation (10%), Term Paper (90%)

Prerequisite for ---

Prerequisites ---

Registration Yes, via chair website

Limited Attendance 12

Person Responsible Prof. Dr. Manfred Stadler

Lecturer Prof. Dr. Manfred Stadler

This module can be taken as part of the following master programs:

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</table>

Content

The Seminar deals with selected topics in Growth Economics such as population dynamics, natural resources and environment as well as education and innovation in closed and open economies.

Objectives

Students learn how to write and present an own research paper. They apply research techniques and scientific writing skills. Due to the presentation of their paper, students acquire presentations as well as communication skills (written and oral). Students learn to reflect on the current state of research in dynamic macroeconomic theory and carry out scientific work.

Literature

The course material will be provided on the ILIAS-online platform.
E551A Masterseminar: Casestudies in IO: Selected Strategic Issues

ECTS-Credits 9
Workload Hours Contact Hours: 30 Independent Study: 240
Duration 1 Semester
Cycle generally: SS
Language English
Course Type / Learning Methods Seminar (2 SWS)/ Oral participation, Group discussion, Independent study, Literature study
blocked yes
PhD-oriented no
Method of Assessment Portfolio: Presentation (10%), Term Paper (90%)
Prerequisite for ---
Prerequisites E450 Game Theory and Industrial Organisation
Registration No registration required.
Limited Attendance 15
Person Responsible Prof. Dr. Wilhelm Rall
Lecturer Prof. Dr. Wilhelm Rall

This module can be taken as part of the following master programs:

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Content

We will discuss at least three different strategy cases. They will span both a range of strategic issues from product introduction/positioning to rather comprehensive corporate portfolio questions and a range of industries. These cases require high-level conceptual thinking and a dive into the specifics of industries and companies respectively. (Introductory information and frameworks will be provided, of course). The solutions developed and deliberations offered are not only to answer the underlying strategic question pragmatically but also to give a convincing conceptual rationale. The design principles for the seminar will bring you as close as possible to the real case:
(1) teamwork between and in the sessions,
(2) focus on content and methodology discussions, presentations are relatively short,
(3) everybody comes prepared to every session.

The specific dates for the seminar sessions will be set in the introductory meeting of all participants. The main body of the seminar consists of four block sessions of about half a day each. Team coaching sessions are offered about one week before the respective seminar session.
Objectives

This seminar aims at providing a bridge between IO modeling and practical problem-solving in the field of business and corporate strategy. Participants in this course will
- familiarize themselves with the foundations of strategic thinking and strategic concepts
- engage in concrete strategic tasks, using real-life cases and IO models
- understand the high value of IO for solving practical problems.

Literature

A specific literature list will be handed out in the introductory session. Case study material will be provided for each session.
**E560 Master Seminar on Integration and Growth in the World Economy**

| **ECTS-Credits** | 9 |
| **Workload Hours** | Contact Hours: 30  Independent Study: 240 |
| **Duration** | 1 Semester |
| **Cycle** | generally: SS |
| **Language** | English |
| **Course Type / Learning Methods** | Seminar (2 SWS)/ Self study, Literature study, Presentation |
| **blocked** | yes |
| **PhD-oriented** | yes |
| **Method of Assessment** | Term Paper |
| **Prerequisite for** | --- |
| **Prerequisites** | --- |
| **Registration** | Registration is obligatory until the last week before the modul start via Email to wisoge[at]uni-tuebingen.de with attached CV and list of your previous grades |
| **Limited Attendance** | 40 |
| **Person Responsible** | Prof. Dr. Jörg Baten |
| **Lecturer** | Prof. Dr. Jörg Baten |

**This module can be taken as part of the following master programs:**

| **Accounting and Finance** | Elective Studies |
| **Economics** | Elective Studies International Economics, Elective Studies Focus Elective Studies |
| **Economics and Finance** | Elective Studies Focus International Economics, Elective Studies Focus Elective Studies |
| **European Economics** | Specialization Studies Focus International Economics |
| **European Management/ General Management/ International Business** | Elective Studies |
| **International Economics** | Master Seminar, Elective Studies Focus International Economics, Elective Studies Focus Elective Studies |
| **Management & Economics** | Specialization Studies, Elective Studies |

**Content**

The seminar provides an overlook over interesting topics in European economic history during the latest era. You will learn what led to the “First Era of Globalization” (1880-1913) and what determinants gave rise to its failure. What can history teach us about the current wave of globalization and which influence will anti-globalization movements have? We will also discuss the latest research on the biological standard of living and human capital development, which offers important insights about the economic development in certain countries and regions. As the methodological aspects are intrinsically tied to contents and results of economic history research, we will discuss how to derive such results and how to present them to the public. During the course you have to revise the materials and prepare assignments. These are mandatory for the assessment.
**Objectives**

In this seminar you questioning general issues in international economics and interesting economic developments in particular countries and you will see the world in a new light. You will also strengthen your knowledge in applied statistical analyses techniques and execute them with STATA. In doing so, you will acquire important skills that enable you to statistically assess the development of a country and get a general idea about its peculiarities.

**Literature**

E561 Master Seminar Research Internship in Quantitative Economic History
M.Sc.

| ECTS-Credits | 9 |
| Workload Hours | Contact Hours: 30 Independent Study: 240 |
| Duration | 1 Semester |
| Cycle | generally: WS, SS |
| Language | English |
| Course Type / Learning Methods | Seminar (2 SWS)/ Self study, Literature study, Presentation |
| blocked | yes |
| PhD-oriented | yes |
| Method of Assessment | Term Paper |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | Application to and approval by Prof. Baten required via E-Mail to wisoge[at]uni-tuebingen.de with attached CV and list of your previous grades |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Jörg Baten |
| Lecturer | Prof. Dr. Jörg Baten and team |

This module can be taken as part of the following master programs:

| Accounting and Finance | Elective Studies |
| Economics | Master Seminar, Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| Economics and Finance | Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| European Economics | Specialization Studies Focus Economics |
| European Management/ General Management/ International Business | Elective Studies |
| International Economics | Elective Studies Focus Economics, Elective Studies Focus Elective Studies |
| Management & Economics | Specialization Studies, Elective Studies |

Content
In this internship, students can obtain deep insights into the process of scholarly research in economic history. They not only look over the shoulders of researchers who are currently working on studies, but they will also participate actively in small work units of information retrieval, econometric analysis and the design of texts. The topics of this research internship will cover long-run human capital development, the development of welfare in many different world regions and international economic history. The internship students will present their results in smaller in-group presentations and will write a final report about the research that has been done. They work at our institute for six afternoons (on appointment. Spring or Summer break also possible), plus some work in between and thereafter.
Objectives

Students understand the current research methods in economic history, put their theoretical knowledge into practice and prove it. They also know how to participate in scientific projects.

Literature

Please refer to the studies on our homepage.
**Course Details**

**ECTS-Credits** 9

**Workload Hours**
- Contact Hours: 30
- Independent Study: 240

**Duration** 1 Semester

**Cycle** generally: WS

**Language** English

**Course Type / Learning** Seminar (2 SWS)/ Self study, Literature study, Presentation

**Methods** Blocked yes

**PhD-oriented** no

**Method of Assessment** Term Paper

**Prerequisite for** ---

**Prerequisites** ---

**Registration** Application mandatory. The application modalities will be announced on the website of the Department of Economic History.

**Limited Attendance** 40

**Person Responsible** Prof. Dr. Jörg Baten

**Lecturer** Prof. Dr. Jörg Baten

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**This module can be taken as part of the following master programs:**

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<th>Accounting and Finance</th>
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<tbody>
<tr>
<td>Economics</td>
<td>Elective Studies International Economics, Elective Studies Focus Elective Studies</td>
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<tr>
<td>General Management/</td>
<td>Elective Studies Focus International Economics, Elective Studies Focus Elective Studies</td>
</tr>
<tr>
<td>International Business</td>
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</tbody>
</table>

**Content**

Financial market evidence provides exciting insights about issues that are relevant today, such as bubbles, economic crises, and behavioral aspects of stock markets. For example, in Germany existed during the ‘First Era of Globalization’ (1870-1913) not less than 5500 joint-stock companies, and investment behavior can be explored in this seminar using empirical methods. The Tuebingen Database on Historical Financial Markets can be used to study those phenomena. During the course you have to revise the materials and prepare assignments. These are mandatory for the assessment.
Objectives

You review phenomena such as bubbles, economic crises, and behavioral aspects of stock markets yourself, using real historical data and rate them with the current context.

Literature

See, for example, the study by Korolenko and Baten on our internet pages.
E563 Master Seminar Research Internship in Development Economics and Economic History

ECTS-Credits 9
Workload Hours Contact Hours: 30 Independent Study: 240
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning Methods Seminar (2 SWS)/ Self study, Literature study, Presentation
blocked yes
PhD-oriented yes
Method of Assessment Term Paper
Prerequisite for ---
Prerequisites Application to and approval by Prof. Baten required via E-Mail to wisoge@uni-tuebingen.de with attached CV and list of your previous grades.
Limited Attendance ---
Person Responsible Prof. Dr. Jörg Baten
Lecturer Prof. Dr. Jörg Baten

This module can be taken as part of the following master programs:

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</table>

Content

In this seminar, students can obtain deep insight into our research on empirical development economics and economic history. They will receive some explanation about research design from the advisor, read exciting new literature and perform parts of the data analysis themselves. Visits in archives might be part of the internship, but this will not always be possible. Topics included are, for example, the effects of development aid, brain drain, and general development trends (human capital, welfare) in poor countries over the long run. The topics are chosen based on the research that is ongoing in our group at the time of the internship. At the end of the internship, the students write a term paper that reports their research activities, the documents and the stata do- files they worked with.
Objectives
Students understand the current research methods in economic history, put their theoretical knowledge into practice and prove it. They also know how to participate in scientific projects.

Literature
Please refer to the studies on our homepage.
E570 Topics in International Economics (Master Seminar)  

ECTS-Credits: 9  
Workload Hours: Contact Hours: 30  Independent Study: 240  
Duration: 1 Semester  
Cycle: generally: SS  
Language: English  
Course Type / Learning Methods: Seminar (2 SWS)/ Oral participation, Discussion, Independent study, Literature study, Presentation  
blocked: yes  
PhD-oriented: yes  
Method of Assessment: Portfolio: Presentation (20%), Term Paper (80%)  
Prerequisite for: ---  
Prerequisites: ---  
Registration: See information provided online (chair's webpage)  
Limited Attendance: 15  
Person Responsible: Prof. Dr. Valeria Merlo  
Lecturer: Prof. Dr. Valeria Merlo

This module can be taken as part of the following master programs:

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Content

Topics in international trade, foreign direct investment and multinational firm behavior. Students are expected to write a 15 page essay and to present their results in class (both in English). The seminar will be based on recent research articles. The focus will be on empirical contributions but students may express their preference for a theoretical paper.
Objectives

The primary goal is to prepare students to write a master thesis. Students get acquainted with advanced methods in international economics and how these are implemented in empirical research using micro-econometric techniques. Students are able to reproduce and explain the central findings of research articles in their own text applying scientific writing skills. The presentation requires students to summarize research using their own words and intuition and will thus enhance analytical and communication skills.

Literature

The topics will change from semester to semester and will be posted on our website.
Topics in Regional Economics (Master Seminar)

**ECTS-Credits**  
9

**Workload Hours**  
Contact Hours: 30  
Independent Study: 240

**Duration**  
1 Semester

**Cycle**  
generally: WS

**Language**  
English

**Course Type / Learning Methods**  
Seminar (2 SWS)/ Oral participation, Discussion, Independent study, Literature study, Presentation

**blocked**  
yes

**PhD-oriented**  
yes

**Method of Assessment**  
Portfolio: Presentation (20%), Term Paper (80%)

**Prerequisite for**  
---

**Prerequisites**  
---

**Registration**  
See information provided online (chair's webpage)

**Limited Attendance**  
10

**Person Responsible**  
Prof. Dr. Valeria Merlo

**Lecturer**  
Prof. Dr. Valeria Merlo

**This module can be taken as part of the following master programs:**

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</table>

**Content**

Topics in spatial economics. Students are expected to write a 15 page essay and to present their results in class (both in English). The seminar will be based on recent research articles.

**Objectives**

The primary goal is to prepare students to write a master thesis. Students get acquainted with advanced methods in regional economics and how these are implemented in empirical research using micro-econometric techniques. Students are able to reproduce and explain the central findings of research articles in an own text applying scientific writing skills. The presentation requires students to summarize research using own words and intuition and will thus enhance analytical and communication skills.

**Literature**

The topics will change from semester to semester and will be posted on our website.
MA500 Master Thesis in Accounting and Finance, European Economics, European Management, General Management, Management and Economics

ECTS-Credits 24
Workload Hours Contact Hours: 0 Independent Study: 720
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning Methods -- / Independent Study Literature Study
blocked yes
PhD-oriented yes
Method of Assessment Written thesis
Prerequisite for ---
Prerequisites Successful completion of 30 ECTS-credits within the Compulsary and Spezialization Studies. Depending on the chair super-vising the master thesis, attending a method seminar can be obligatory.
Registration depends on the chair
Limited Attendance depends on chair
Person Responsible depends on chair
Lecturer none

This module can be taken as part of the following master programs:

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<tr>
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</table>

Content

Students apply the skills they have acquired during their master program by writing their own scientific research paper on a chosen topic in business administration, economics or any related field. The master thesis can serve as a base line for a PhD-program in Tübingen or elsewhere.
Objectives

Having written their master thesis students are able to handle their own economic subject on an advanced academic level. They have learned to critically analyze research articles in academic journals and to use them for their own scientific work. The process of finding a research question, testing its relevance and finally evaluating the results by writing a conclusion helps students to adapt working procedures in their future work life.

Literature

Depends on topic

ECTS-Credits
30

Workload Hours
Contact Hours: 0
Independent Study: 900

Duration
1 Semester

Cycle
generally: WS, SS

Language
English

Course Type / Learning Methods
-- / Independent Study Literature Study

Prerequisite for
---

Prerequisites
Successful completion of all modules within the Compulsory Studies.

Registration
depends on the chair

Limited Attendance
depends on chair

Person Responsible
depends on chair

Lecturer
none

This module can be taken as part of the following master programs:

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Content

Students apply the skills they have acquired during their master program by writing their own scientific research paper on a chosen topic in business administration, economics or any related field. The master thesis can serve as a base line for a PhD-program in Tübingen or elsewhere.
Objectives

Having written their master thesis students are able to handle their own economic subject on an advanced academic level. They have learned to critically analyze research articles in academic journals and to use them for their own scientific work. The process of finding a research question, testing its relevance and finally evaluating the results by writing a conclusion helps students to adapt working procedures in their future work life.

Literature

Depends on topic
MA502 Master Thesis in International Business

ECTS-Credits 18
Workload Hours Contact Hours: 0 Independent Study: 540
Duration 1 Semester
Cycle generally: WS, SS
Language English
Course Type / Learning -- / Independent Study Literature Study
Methods
blocked yes
PhD-oriented yes
Method of Assessment Written thesis
Prerequisite for ---
Prerequisites Successful completion of 30 ECTS-credits within the Compulsary and Specialization Studies. Depending on the chair super-vising the master thesis, attending a method seminar can be obligatory.
Registration depends on the chair
Limited Attendance depends on chair
Person Responsible depends on chair
Lecturer none

This module can be taken as part of the following master programs:

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Content

Students apply the skills they have acquired during their master program by writing their own scientific research paper on a chosen topic in business administration, economics or any related field. The master thesis can serve as a base line for a PhD-program in Tübingen or elsewhere.
Objectives

Having written their master thesis students are able to handle their own economic subject on an advanced academic level. They have learned to critically analyze research articles in academic journals and to use them for their own scientific work. The process of finding a research question, testing its relevance and finally evaluating the results by writing a conclusion helps students to adapt working procedures in their future work life.

Literature

Depends on topic
### S411 Advanced Time Series Analysis

| ECTS-Credits | 9 |
| Workload Hours | Contact Hours: 90, Independent Study: 180 |
| Duration | 1 Semester |
| Cycle | generally: WS |
| Language | English |
| Course Type / Learning Methods | Lecture (4 SWS), PC-Lab (2 SWS)/ Oral participation, Group work, Self-study |
| blocked | no |
| PhD-oriented | no |
| Method of Assessment | Portfolio: Written Exam (90 minutes, 70%), Take-Home-Exam (30%) |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | Registration necessary because of limited space in PC-Lab |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Joachim Grammig |
| Lecturer | Prof. Dr. Joachim Grammig and research assistant |

This module can be taken as part of the following master programs:

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<th>Specialization Focus</th>
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<td><strong>Economics</strong></td>
<td>Compulsory Studies Focus Econometrics, Elective Studies Focus Econometrics, Elective Studies Focus Economics, Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
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<td><strong>Economics and Finance</strong></td>
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<td><strong>European Economics</strong></td>
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<td>Compulsory Studies Focus Econometrics, Specialization Studies Focus Econometrics, Elective Studies</td>
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<td>Compulsory Studies Econometrics, Elective Studies Focus Econometrics, Elective Studies Focus Economics, Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
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</table>
Content


Objectives

Students learn to master state of the art time series techniques, both univariate and multivariate. They should learn about the applicability and the limitations of time series econometric methods in macroeconomics and finance. They should also learn how to work out, present and discuss their results in a scientific proper fashion. The students should be able to productively use econometric/statistical software for empirical analyses involving time series data. Portfolio exam take into account the theoretical and practical skills that students have to master.

Literature

S412 Empirical Asset Pricing

ECTS-Credits

9

Workload Hours

Contact Hours: 90

Independent Study: 180

Duration

1 Semester

Cycle

generally: SS

Language

English

Course Type / Learning Methods

Lecture (4 SWS), PC-Lab (2 SWS)/ Oral participation, Group work, Self-study

Duration

1 Semester

Cycle

generally: SS

Language

English

Course Type / Learning Methods

Lecture (4 SWS), PC-Lab (2 SWS)/ Oral participation, Group work, Self-study

No

PhD-oriented

yes

Method of Assessment

Portfolio: Written Exam (90 minutes, 70%), Take-Home-Exam (30%)

Prerequisite for

---

Prerequisites

---

Registration

Registration necessary because of capacity constraints in PC-Lab

Limited Attendance

---

Person Responsible

Prof. Dr. Joachim Grammig

Lecturer

Prof. Dr. Joachim Grammig

This module can be taken as part of the following master programs:

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Content

Principles of modern financial economics, generalized method of moments- and regression-based estimation and evaluation of asset pricing models, econometric software (Matlab) is used for financial applications in practical course. The theoretical part emphasizes the link of financial economics and the econometric modelling. The methods are applied in a practical class in the PC laboratory.
Objectives

Students should gain practical experience and the theoretical background in the application of econometric methods for the analysis of price formation processes in financial markets. They should be able to estimate and evaluate linear and nonlinear factor models and they should develop an understanding of the econometric methods and their limitations in asset pricing. Students should also learn how to present and discuss their results in a scientific proper fashion, which is dealt with in the practical class. They should be able to productively use Matlab for their own analyses in empirical finance, e.g. their master's thesis. Equally important is that the students master the important theoretical concepts of asset pricing in financial economics and the econometric theory, which are closely intertwined.

Literature

Cochrane: Asset Pricing
Singleton K: Empirical Dynamic Asset Pricing
S414 Advanced Mathematical Methods

| ECTS-Credits | 3 |
| Workload Hours | Contact Hours: 30 Independent Study: 60 |
| Duration | 1 Semester |
| Cycle | generally: WS |
| Language | English |
| Course Type / Learning Methods | Lecture (2 SWS)/ Oral participation, Group work, Self-study |
| blocked | yes |
| PhD-oriented | no |
| Method of Assessment | Written Exam (60 minutes) |
| Prerequisite for | --- |
| Prerequisites | --- |
| Registration | no registration required |
| Limited Attendance | --- |
| Person Responsible | Dr. Thomas Dimpfl |
| Lecturer | Dr. Thomas Dimpfl |

This module can be taken as part of the following master programs:

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Content

The course programme covers key concepts in linear algebra and mathematical statistics. It will in particular deal with matrix algebra (including linear independence and eigenvalue theory), quadratic forms, matrix differentiation, difference equations, basic probability theory and statistical inference.
Objectives

This course is designed for recently enrolled Master students at the School of Business and Economics. The aim is to provide participants with the mathematical tools and the fundamentals of probability theory and statistics which are particularly important for successful completion of the Master programme. The course is designed to review some basic concepts which are covered in standard bachelor courses and will then expand the field to more advanced methods. After completing the course, students will have the basic mathematical and statistical knowledge that is needed to start a Masters degree in Economics/Business Adminstration.

Literature

Tba, please follow the department’s homepage
S413 Financial Economics

ECTS-Credits 9
Workload Hours Contact Hours: 90 Independent Study: 180
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Methods Lecture (3 SWS), PC-Lab (3 SWS)/ Oral participation, Group work, Self-study
blocked no
PhD-oriented yes
Method of Assessment Portfolio: Written Exam (70%), Take-Home-Exam (30%)
Prerequisite for ---
Prerequisites ---
Registration Registration required because of capacity constraints in PC lab
Limited Attendance 25
Person Responsible Prof. Dr. Joachim Grammig and PD Thomas Dimpfl
Lecturer Prof. Dr. Joachim Grammig and PD Thomas Dimpfl

This module can be taken as part of the following master programs:

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Content

Rigorous theoretical background of modern financial economics mostly in discrete time. Relationship of state-preferences, risk-neutral probabilities and pricing kernel. The fundamental theorem of financial economics: existence of a positive SDF and no-arbitrage. Relationship of stochastic discount factor representation of asset pricing models, mean-variance frontier and expected return-beta representations. Recent advances in financial economics, e.g. long-run-risk modeling, rare disaster risk, habit formation. Practical course uses software SAS for empirical analysis. Applications cover aspects from reading data management, working with financial time series, empirical tests of the CAPM, event study analysis, financial distress models, and the analysis of financial transaction data.
Objectives

Students should understand the theoretical background of price formation processes in financial markets. They should master the above mentioned key concepts. Students should also learn how to present and discuss their results in a scientific proper fashion, which is dealt with in the practical class. They should be able to productively use the SAS system for their own empirical finance analysis.

Literature

Cochrane: Asset Pricing
Huang/Litzenberger: Fundations for Financial Economics
Singleton: Empirical Dynamic Asset Pricing
Boehmer/Broussard/Kallunki: Using SAS in Financial Research
S420 Statistics of Financial Markets

ECTS-Credits 9
Workload Hours Contact Hours: 90 Independent Study: 180
Duration 1 Semester
Cycle generally: WS
Language English
Course Type / Learning Methods Lecture (4 SWS), Practice Course (2 SWS)/ Independent Study, Literature Study
blocked no
PhD-oriented yes
Method of Assessment Written Exam (90 minutes)
Prerequisite for ---
Prerequisites Basic knowledge of probability theory, linear algebra and econometric methods
Registration No registration needed
Limited Attendance ---
Person Responsible Prof. Dr. Martin Biewen
Lecturer Prof. Dr. Martin Biewen and team

This module can be taken as part of the following master programs:

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<td>Specialization Studies Focus Econometrics, Specialization Studies Focus Economics, Specialization Studies Focus Finance</td>
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<tr>
<td>European Management/ General Management/ International Business</td>
<td>Specialization Studies Focus Banking, Specialization Studies Focus Finance, Specialization Studies Focus Econometrics, Elective Studies</td>
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<tr>
<td>International Economics</td>
<td>Elective Studies Focus Econometrics, Elective Studies Focus Economics, Elective Studies Focus Finance, Elective Studies Focus Elective Studies</td>
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</tr>
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</table>

Content

Objectives

Students learn to master the most commonly used statistical methods for analyzing financial variables. The course enables them to understand the motivation and derivation of the different methods, and to apply them in practical applications using the statistical software Stata.

Literature

Trede/Schmid: Finanzmarktstatistik
Franke/Härdle/Hafner: Statistics of Financial Markets
Campbell/Lo/MacKinlay: The Econometrics of Financial Markets
McNeil/Frey/Embrechts: Quantitative Risk Management
Baum: An Introduction to Modern Econometrics Using Stata
S422 Advanced Microeconometrics

| ECTS-Credits | 9 |
| Workload Hours | Contact Hours: 90 Independent Study: 180 |
| Duration | 1 Semester |
| Cycle | generally: SS |
| Language | English |
| Course Type / Learning Methods | Lecture (4 SWS), Practice Course (2 SWS)/ Independent Study, Literature Study |
| blocked | no |
| PhD-oriented | no |
| Method of Assessment | Written Exam (90 minutes) |
| Prerequisite for | --- |
| Prerequisites | Basic knowledge of probability theory, linear algebra and econometric methods |
| Registration | No registration required. |
| Limited Attendance | --- |
| Person Responsible | Prof. Dr. Martin Biewen |
| Lecturer | Prof. Dr. Martin Biewen, Madalina Tapalaga, M.Sc. |

This module can be taken as part of the following master programs:

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Elective Studies</th>
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<tbody>
<tr>
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<td>Compulsory Studies Focus Econometrics, Elective Studies Focus Econometrics, Elective Studies Focus Elective Studies</td>
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<td>Economics and Finance</td>
<td>Compulsory Studies Focus Econometrics, Specialization Studies Focus Econometrics, Elective Studies Focus Econometrics, Elective Studies Focus Elective Studies</td>
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<tr>
<td>European Management/ General Management/ International Business</td>
<td>Compulsory Studies Focus Econometrics, Specialization Studies Focus International Accounting and Auditing, Specialization Studies Focus Econometrics, Specialization Studies Focus HRM and Organization, Elective Studies</td>
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<td>International Economics</td>
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Content

Objectives

Students learn to master the state of the art of microeconometric techniques. They learn to understand derivations and proofs and to assess the applicability and the limitations of the methods in fields such as labor economics, industrial economics, finance, and marketing. The course enables students to apply the different methods in practical applications using the statistical software Stata.

Literature

Wooldridge: Econometric Analysis of Cross Section and Panel Data
Cameron/Trivedi: Microeconometrics; Cameron/Trivedi: Microeconometrics Using Stata
S510/S520 Master Seminar on Econometrics

ECTS-Credits
9

Workload Hours
Contact Hours: 30 Independent Study: 240

Duration
1 Semester

Cycle
generally: WS, SS

Language
English

Course Type / Learning Methods
Seminar (2 SWS)/ oral participation, group work, self-study

blocked
yes

PhD-oriented
yes

Method of Assessment
Presentation, Discussion, Term Paper

Prerequisite for
---

Prerequisites
Successful completion of at least one econometrics course for Master students.

Registration
In the first session

Limited Attendance
---

Person Responsible
Prof. Dr. Martin Biewen, Prof. Dr. Joachim Grammig

Lecturer
Prof. Dr. Martin Biewen, Prof. Dr. Joachim Grammig and team members of both chairs

This module can be taken as part of the following master programs:

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Content

Students work on econometric topics that are close to the research interests of the chairs of Prof. Grammig and Prof. Biewen. Students write a term paper and present their results in front of a seminar audience. The seminar is typically blocked.
Objectives

Students learn how to write a scientific paper in applied or theoretical econometrics and to present and defend their results. Students should both deepen their technical/econometric skills by working on their own (but guided by mentors) and learn how to present convincingly and in a scientific correct way. The seminar prepares students for their master thesis.

Literature

A list of topics and reading material will be announced on the website about 2 weeks before term commences.
Introduction to Business Ethics

ECTS-Credits: 6
Workload Hours: 1 Semester
Cycle: Siehe Modulinformationen Weltethos-Institut, Campus
Language: English
Course Type / Learning Methods: Siehe Modulinformationen Weltethos-Institut, Campus
PhD-oriented: Siehe Modulinformationen Weltethos-Institut, Campus
Method of Assessment: Siehe Modulinformationen Weltethos-Institut, Campus
Prerequisite for: Siehe Modulinformationen Weltethos-Institut, Campus
Prerequisites: Siehe Modulinformationen Weltethos-Institut, Campus
Registration: To register, please send an email including your name, birthdate, birthplace, student number and address to Ernst von Kimakowitz ernst@humanisticmanagement.org. Please also indicate your major concentration (also Bachelor/Master) and how many semesters of study you have completed.
Registration deadline: 11. Oktober 2017
Limited Attendance: 25
Person Responsible: Weltethos-Institut, Dierksmeier, Claus, Prof., Dr. phil..
Lecturer: Dr. Ernst von Kimakowitz

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Content
Siehe Modulinformationen Weltethos-Institut, Campus

Objectives
Siehe Modulinformationen Weltethos-Institut, Campus

Literature
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